

DUNCAN'S RADIO MARKET GUIDE

2001 Edition

James H. Duncan, Jr.

DUNCAN'S AMERICAN RADIO

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Duncan's Radio Market Guide

2001 Edition

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DUNCAN'S AMERICAN RADIO

June 2001

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Annual Industry Overview

Total Industry Revenue Increases 10.4% in 2000; Major Markets up 11.98% Fourth Straight Year of Double-Digit Growth

The radio industry posted a 10.4% revenue increase in 2000, the second strongest growth since Duncan's Radio Market Guide began tracking revenues in 1985. In the 173 major markets we track for this report, the gain was stronger – 11.98%. These 173 markets account for over 66% of all radio revenues. The 10.4% figure refers to all

stations in all markets, whether covered in this report or not.

This rise marked the industry's ninth consecutive year of significant revenue increases. This growth rate also reflects the ongoing effects of consolidation. Radio has experienced double-digit growth each year since passage of the Telecom bill in 1996.

Total Radio Revenue and Growth, 173 Markets Tracked by Duncan's, 1987-2000

2000 Market Revenue:	\$11,714,700,000	+11.98%
1999 Market Revenue:	\$10,461,500,000	+14.42%
1998 Market Revenue:	\$9,143,100,000	+11.37%
1997 Market Revenue:	\$8,209,900,000	+10.66%
1996 Market Revenue:	\$7,419,200,000	+8.74%
1995 Market Revenue:	\$6,823,100,000	+7.70%
1994 Market Revenue:	\$6,335,200,000	+12.29%
1993 Market Revenue:	\$5,641,300,000	+9.71%
1992 Market Revenue:	\$5,139,000,000	+2.76%
1991 Market Revenue:	\$5,001,300,000	-3.76%
1990 Market Revenue:	\$5,196,600,000	+3.72%
1989 Market Revenue:	\$5,026,100,000	+6.34%
1988 Market Revenue:	\$4,701,500,000	+7.99%
1987 Market Revenue:	\$4,353,400,000	

Total Radio Industry Revenue and Growth, 1990-2000

2000 Total Spot Revenue:	\$17,124,459,000	+10.40%
1999 Total Spot Revenue:	\$15,510,000,000	+12.90%
1998 Total Spot Revenue:	\$13,738,000,000	+10.19%
1997 Total Spot Revenue:	\$12,468,000,000	+9.32%
1996 Total Spot Revenue:	\$11,405,000,000	+7.97%
1995 Total Spot Revenue:	\$10,563,000,000	+7.49%
1994 Total Spot Revenue:	\$9,827,000,000	+10.28%
1993 Total Spot Revenue:	\$8,911,000,000	+7.34%
1992 Total Spot Revenue:	\$8,297,000,000	+3.11%
1991 Total Spot Revenue:	\$8,047,000,000	-3.91%
1990 Total Spot Revenue:	\$8,375,000,000	

These figures do not include trade. They are gross revenue. Network compensation is generally not included. The importance of (and presence of) "non-spot" or "non-traditional" revenue in these figures must be addressed. Too often stations lump this revenue into the total radio revenue figures which they report to Miller, Kaplan or Hungerford and/

or to me. It is impossible for me to separate the amount of non-spot revenue involved. Thus, radio's growth rate is inflated by as much as one percentage point. Something needs to be done about this, and we are working on it. I estimate that total spot revenue for the entire nation was up 10.4% to \$17,124,459,000. - J.D.

San Jose's 26.1% 2000 Growth Rate Tops Hottest Markets List

San Jose posted radio's biggest revenue gains in 2000, rising 26.2% compared to that markets's 1999's revenues. It was the second year in a row that San Jose's revenues increased more than 25%. This is a marked difference from 1998, when San Jose's revenues grew only 4%. The table on the left shows last year's 15 highest revenue growth markets. The right-hand table shows markets with slow growth in 2000.

Markets with the Highest Growth Rates

Ref#	Market	Pct chg. 1999-2000
1	SAN JOSE	26.2
2	MONTEREY - SALINAS - SANTA CRUZ	22.3
3	NASSAU - SUFFOLK	21.9
4	BOISE	19.8
5	FRESNO	19.2
6	DALLAS - FORT WORTH	19.0
7	SAN FRANCISCO	17.1
8	AUSTIN	16.9
9	NEW YORK	16.8
10	SAN DIEGO	16.4
11	WASHINGTON, DC	15.9
12	McALLEN - BROWNSVILLE	15.8
13	LOS ANGELES	15.7
14	ATLANTA	15.6
15	BOSTON	15.1

Markets with the Lowest Growth Rates

Ref#	Market	Pct chg. 1999-2000
1	TOLEDO	-0.7
2	SPRINGFIELD, MA	-0.5
3	NEW HAVEN	0.0
4	TULSA	1.2
5	FORT WAYNE	1.4
6	HARTFORD	1.5
7	DAYTON	2.1
8	LITTLE ROCK	2.3
9	PROVIDENCE	2.5
10	UTICA - ROME	2.8
11	BATON ROUGE	3.0
12	FLINT	3.2
13	WICHITA	3.6
14	CHATTANOOGA	3.7
15	AUGUSTA, GA	3.8

11 Years of Radio Revenue Growth by Region

The Pacific region, for the third consecutive year, was the fastest-growing area in the nation. Pacific region revenues grew by 14.7% in 2000. New England was the second-fastest growing area, up 14.1%

last year. The Midwest was the slowest-growing region, with an 8.4% growth rate. The Great Plains also registered below-average growth, up 9.4% in 2000.

	2000 Change	1999 Change	1998 Change	1997 Change	1996 Change	1995 Change	1994 Change	1993 Change	1992 Change	1991 Change	1990 Change
Pacific (CA, HI, AK, OR, WA, NV, AZ)	+14.9%	+18.2%	+13.4%	+9.6%	+9.1%	+6.1%	+9.3%	+5.8%	-0.6%	-4.2%	+6.6%
Mid Atlantic (MD, DC, DE, PA, NJ, NY)	+13.3%	+16.0%	+10.6%	+11.3%	+6.6%	+7.1%	+10.9%	+6.9%	+1.3%	-4.1%	+5.4%
South Central (TX, OK, AR, LA)	+13.3%	+14.2%	+11.6%	+10.7%	+8.3%	+9.4%	+11.6%	+11.8%	+3.5%	-1.7%	+3.5%
Mountain (NM, UT, CO, ID, WY, MT)	+11.6%	+8.9%	+11.4%	+15.0%	+11.6%	+14.3%	+14.9%	+7.1%	+5.1%	-3.2%	+2.3%
New England (CT, RI, MA, VT, NH, ME)	+10.2%	+13.6%	+11.3%	+10.0%	+9.2%	+7.8%	+14.3%	+4.4%	+1.8%	-7.9%	-0.1%
Southeast (FL, GA, AL, MS, SC, NC, TN, KY, WV, VA)	+10.0%	+12.2%	+11.5%	+9.6%	+10.6%	+8.9%	+12.2%	+9.5%	+3.8%	-4.5%	+1.0%
Midwest (WI, IL, MI, IN, OH)	+8.4%	+13.5%	+9.7%	+10.3%	+6.3%	+8.5%	+9.8%	+7.5%	+3.9%	-1.9%	+2.7%
Great Plains (ND, SD, MN, IA, KS, NE, MO)	+7.8%	+9.2%	+9.7%	+9.95%	+7.7%	+8.1%	+10.5%	+6.6%	+5.0%	-3.5%	+3.5%

Duncan's Forecast For 2001: 4.0% Growth

Late in 2000, I estimated that radio growth would be 6.9% in 2001, down from the nearly 12% growth for the larger markets in 2000. Well, that 6.9% is proving far too optimistic. I feel the best we can hope for is a 4.0% growth rate.

I had originally thought we would have no growth (0%) in the first quarter and then gradually improve to an 8%-to-9% rate by the third or fourth quarters. It now appears likely that radio revenues will be negative in the first quarter and probably the second quarter

as well. I hope we will turn positive in the third quarter, when comparables begin to ease, and then to recover nicely in the fourth quarter.

I do believe that medium and small markets will suffer less than the larger markets. These markets, less dependent on national and network business, do not enjoy the boom years as much as the big markets. However, this insulates them somewhat from the pain during "off" years. - J.D.

Radio Group Revenue: The "Top Two" Reap \$6.3 Billion; Top 50 Take 66% of Total Industry Revenue

As consolidation activity progressed through 1999 and 2000, it became increasingly evident that Clear Channel and CBS/Infinity constituted a new, two-member class of "mega-groups." Infinity's revenues approached the \$2.5 Billion mark last year, while Clear Channel's revenues streaked past \$3 Billion to approach \$4 Billion.

Together, these two groups billed a combined \$6.29 Billion in 2000, up from \$5.09 Billion in 1999. The Top Two took 36.7% of total industry revenues in 2000. In 1999, the Top Two laid claim to 33% of total industry revenues

CBS/Infinity's revenues are over \$2 Billion more than its next closest rival, Cox Radio, with a comparatively-modest \$482 Million.

The chart at right shows the percentage of total radio revenues which went to the 50 largest groups. After dipping slightly in 1999, the top 50 groups now represent nearly two-thirds of the industry's revenue.

The chart clearly shows the effects of FCC (1992) and Congressional (1996) ownership rule relaxation.

Combined Revenue for Radio's 50 Largest Groups

	Combined Rev.	% of total revenue
2000	\$11,272,651,000	65.8%
1999	\$9,182,477,000	58.8%
1998	\$8,271,700,000	60.2%
1997	\$6,991,000,000	56.1%
1996	\$5,837,500,000	51.2%
1995	\$4,425,800,000	41.9%
1994	\$3,892,600,000	39.6%
1993	\$3,259,100,000	36.6%
1992	\$2,896,600,000	34.9%
1991	\$2,828,700,000	35.1%
1990	\$2,975,800,000	35.5%
1989	\$2,818,600,000	34.8%

Market Leaders

America's Top-Billing Radio Station: 1984-2000

1984	KIIS-FM	L.A.	\$29,100,000
1985	KIIS-FM	L.A.	\$34,000,000
1986	WGN-AM	Chicago	\$34,000,000
1987	WGN-AM	Chicago	\$31,000,000
1988	WGN-AM	Chicago	\$33,300,000
1989	WGN-AM	Chicago	\$37,400,000
1990	KABC-AM	L.A.	\$39,500,000
1991	WGN-AM	Chicago	\$42,500,000
1992	WGN-AM	Chicago	\$40,400,000
1993	WGN-AM	Chicago	\$39,600,000
1994	WGN-AM	Chicago	\$37,100,000
1995	WGN-AM	Chicago	\$35,800,000
1996	WFAN-AM	New York	\$45,000,000
1997	WFAN-AM	New York	\$50,300,000
1998	WFAN-AM	New York	\$54,000,000
1999	WFAN-AM	New York	\$67,500,000
2000	KIIS-AF	L.A.	\$66,500,000

Turn to pages 9-10 for a list of more than 300 of the Highest Billing Stations.

The Nation's 10 Highest Billing Market Portfolios

	Market	Owner	Revenue 2000	Mkt Rev % 2000
1	New York	CBS/Infinity	\$291,870,000	35.3
2	Los Angeles	CBS/Infinity	\$289,900,000	31.7
3	Los Angeles	Clear Channel	\$277,800,000	30.4
4	New York	Clear Channel	\$211,250,000	25.5
5	Chicago	CBS/Infinity	\$195,950,000	35.1
6	Boston	CBS/Infinity	\$154,250,000	44.7
7	Chicago	Clear Channel	\$144,900,000	25.9
8	Houston	Clear Channel	\$141,955,000	43.0
9	Atlanta	Cox Radio	\$120,000,000	32.5
10	San Francisco	CBS/Infinity	\$117,600,000	24.7

Turn to page 11 for a list of the 50 Highest Billing Market Portfolios.

The 15 Group Portfolios with the Highest Market Revenue Share

	Owner	Market	Revenue 2000	Mkt Rev % 2000
1	Citadel Commun. Corp.	Bloomington, IL	\$7,895,000	86.8
2	Forever Broadcasting	Altoona	\$5,670,000	83.4
3	Clear Channel	Huntington - Ashland	\$7,680,000	74.6
4	Citadel Commun. Corp.	Lansing	\$15,660,000	73.2
5	Clear Channel	Asheville	\$7,400,000	71.8
6	Clear Channel	Davenport - Rock Island - Moline	\$10,003,000	62.9
7	U.S. Broadcasting, LP	Macon	\$7,770,000	59.8
8	Beasley Broadcast Group	Fayetteville, NC	\$11,830,000	58.6
9	Clear Channel	Portsmouth - Dover - Rochester	\$9,795,000	58.3
10	NextMedia	Erie	\$5,960,000	57.3
11	Clear Channel	Worcester	\$8,600,000	56.6
12	CBS/Infinity	Fresno	\$22,579,000	56.0
13	Saga Commun., Inc.	Manchester	\$7,810,000	55.8
14	Citadel Commun. Corp.	Binghamton	\$5,850,000	55.7
15	Clear Channel	Manchester	\$7,800,000	55.7

Turn to page 11 for a list of the 50 Market Portfolios with the Highest Revenue Shares.

America's Highest Billing Radio Groups

1994 Rank	1995 Rank	1996 Rank	1997 Rank	1998 Rank	1999 Rank	2000 Rank	Group Owners	2000 Revenues	2000 year-end Station Count	2000 Rev per Station
9	7	5	5	3	1	1	Clear Channel	\$3,794,000,000	1,224	\$3,099,673
4	5	1	1	2	2	2	CBS/Infinity	\$2,495,000,000	184	\$13,559,783
5	6	9	7	5	4	3	Cox Radio	\$482,000,000	83	\$5,807,229
3	4	6	6	4	3	4	ABC Inc.	\$457,000,000	50	\$9,140,000
42	35	15	10	6	5	5	Entercom	\$392,000,000	95	\$4,126,316
39	53	27	13	10	6	6	Citadel Communications Corp.	\$368,000,000	204	\$1,803,922
17	12	13	9	8	10	7	Emmis Broadcasting	\$285,000,000	24	\$11,875,000
58	60	34	22	18	9	8	Radio One	\$282,000,000	43	\$6,558,140
19	24	11	8	7	8	9	Hispanic Broadcasting Corp.	\$258,000,000	47	\$5,489,362
12	14	14	11	11	11	10	Susquehanna Radio Corp.	\$250,000,000	26	\$9,615,385
—	—	—	16	9	7	11	Cumulus Media	\$235,000,000	227	\$1,035,242
10	10	16	14	13	12	12	Bonneville International Corp.	\$193,000,000	19	\$10,157,895
16	20	18	15	14	13	13	Greater Media, Inc.	\$145,000,000	14	\$10,357,143
26	25	19	17	15	14	14	Jefferson-Pilot Communications	\$142,000,000	17	\$8,352,941
38	32	23	18	17	16	15	Beasley Broadcast Group	\$126,000,000	44	\$2,863,636
37	30	21	19	16	15	16	Spanish Broadcasting System	\$115,000,000	25	\$4,600,000
32	34	26	20	19	17	17	Saga Communications, Inc.	\$81,000,000	53	\$1,528,302
—	57	36	22E	20	18	18	Journal Broadcast Group	\$74,000,000	36	\$2,055,556
23	26	22	21	21	19	19	Tribune Broadcasting	\$66,000,000	4	\$16,500,000
—	—	—	—	—	32	20	Entravision	\$65,900,000	58	\$1,136,207
54	59	41	29	30	23	21	Inner City Broadcasting Corp	\$65,400,000	17	\$3,847,059
55	54	30	23	22	21	22	Sandusky Radio	\$64,600,000	10	\$6,460,000
—	—	—	—	—	29	23	Salem Communications Corp.	\$61,000,000	76	\$802,632
—	—	—	—	—	34	24	NextMedia	\$49,000,000	55	\$890,909
59	61	40	30	27	22	25	Barnstable Broadcasting, Inc.	\$47,500,000	25	\$1,900,000
—	62	35	26	23	24	26	Fisher Broadcasting, Inc.	\$46,000,000	26	\$1,769,231
—	—	—	—	—	20	27	Regent Communications, Inc.	\$41,100,000	44	\$934,091
56	58	44	31	34	28	28	Lotus Communications Corp.	\$41,000,000	24	\$1,708,333
—	—	—	—	—	29	29	Nassau Broadcasting *	\$39,000,000	17	\$2,294,118
41	52	38	24	25	26	30	Buckley Broadcasting	\$38,000,000	18	\$2,111,111
—	—	—	34	29	31	31	Big City	\$33,000,000	21	\$1,571,429
—	—	—	—	39	35	32	Renda Broadcasting Corp.	\$32,900,000	18	\$1,827,778
—	—	—	—	—	35	33	South Central Communications	\$30,100,000	12	\$2,508,333
—	—	—	—	—	25	34	Liberman	\$27,800,000	9	\$3,088,889
—	—	—	—	—	35	35	Chase Radio Partners	\$27,400,000	6	\$4,566,667
—	—	—	39	36	37	36	Simmons Family, Inc.	\$26,000,000	13	\$2,000,000
								\$10,975,700,000	2,868	\$3,826,953

Notes: * Nassau's proposed \$185,000,000 deal with Aurora was withdrawn in 2000. The stations that helped make Nassau rank as #29 last year are again owned and operated by Aurora (see Bridgeport market report). Three major groups have been retired from the list of highest-billing groups: Hearst-Argyle because it sold its Phoe-

nix cluster to Emmis. Hearst still owns two stations in Baltimore, WBAL and WIYY-FM which, together, bill just over \$20,000,000. Sunburst Media sold its stations in Dallas, McAllen and Springfield, MO. Blue Chip Broadcasting sold most of its station roster to Radio One in early February 2001 for \$190,000,000.

Groups that bill between \$10 Million and \$20 Million

There is a significant collection of group owners with revenues just below the cutoff point for our tally of highest-billing groups. This is the group of owners billing between \$10 Million and \$20 Million. This list includes:

American General Media	Federated	Midwestern
Bahakel	Hall	Morris
Brill	Hearst-Argyle	Mount Wilson
Curtis	Mega	Radio Unica
Delmarva	Midwest Family	Shamrock (Lynett)
El Dorado	Midwest Commun.	Triad

America's Highest Billing Radio Stations

	Calls	Market	Revenue	Owner		Calls	Market	Revenue	Owner
1	KIIS FM	Los Angeles	\$66,500,000	Clear Channel Commun.	87	WSB FM	Atlanta	\$24,000,000	Cox Radio
2	WFAN AM	New York	\$62,400,000	CBS/Infinity		WCCO AM	Minneapolis-Saint Paul	\$23,900,000	CBS/Infinity
3	WXRK FM	New York	\$61,200,000	CBS/Infinity		KITS FM	San Francisco	\$23,900,000	CBS/Infinity
4	WLTW FM	New York	\$60,600,000	Clear Channel Commun.	89	WASH FM	Washington, DC	\$23,750,000	Clear Channel Commun.
5	WINS AM	New York	\$56,600,000	CBS/Infinity	90	WDAS FM	Philadelphia	\$23,680,000	Clear Channel Commun.
6	WHTZ FM	New York	\$49,450,000	Clear Channel Commun.	91	WNNX FM	Atlanta	\$23,550,000	Susquehanna Radio Corp.
7	KROQ FM	Los Angeles	\$49,200,000	CBS/Infinity	92	WKLS FM	Atlanta	\$23,500,000	Clear Channel Commun.
8	KGO AM	San Francisco	\$47,900,000	ABC Inc.	93	KRBE FM	Houston	\$23,316,000	Susquehanna Radio Corp.
9	WKTU FM	New York	\$47,750,000	Clear Channel Commun.	94	KKSF FM	San Francisco	\$22,900,000	Clear Channel Commun.
10	WCBS AM	New York	\$47,450,000	CBS/Infinity	95	KSCS FM	Dallas-Fort Worth	\$22,500,000	ABC Inc.
11	WUSN FM	Chicago	\$46,150,000	CBS/Infinity		WLIT FM	Chicago	\$22,500,000	Clear Channel Commun.
12	KTWV FM	Los Angeles	\$46,000,000	CBS/Infinity	97	WKHX FM	Atlanta	\$22,400,000	ABC Inc.
13	KPWR FM	Los Angeles	\$45,550,000	Emmis Bdcstg.		WJR AM	Detroit	\$22,400,000	ABC Inc.
14	KNBR AM	San Francisco	\$44,000,000	Susquehanna Radio Corp.		KZPS FM	Dallas-Fort Worth	\$22,400,000	Clear Channel Commun.
15	WBZ AM	Boston	\$43,300,000	CBS/Infinity	100	WABC AM	New York	\$22,100,000	ABC Inc.
16	WSB AM	Atlanta	\$43,000,000	Cox Radio	101	KIRO AM	Seattle-Tacoma	\$22,000,000	Entercom
17	KLSX FM	Los Angeles	\$42,800,000	CBS/Infinity	102	WDVE FM	Pittsburgh	\$21,900,000	Clear Channel Commun.
18	WCBS FM	New York	\$42,770,000	CBS/Infinity	103	WBIG FM	Washington, DC	\$21,840,000	Clear Channel Commun.
19	WQHT FM	New York	\$42,300,000	Emmis Bdcstg.	104	WUBT FM	Chicago	\$21,700,000	Clear Channel Commun.
	WGN AM	Chicago	\$42,300,000	Tribune Bdcstg.		KISQ FM	San Francisco	\$21,700,000	Clear Channel Commun.
21	KOST FM	Los Angeles	\$42,000,000	Clear Channel Commun.		KLAX FM	Los Angeles	\$21,700,000	Spanish Bdcstg. System
22	KYSR FM	Los Angeles	\$41,700,000	Clear Channel Commun.	107	WMZQ FM	Washington, DC	\$21,640,000	Clear Channel Commun.
23	WGCI FM	Chicago	\$40,300,000	Clear Channel Commun.	108	KYLD FM	San Francisco	\$21,600,000	Clear Channel Commun.
24	KCBS FM	Los Angeles	\$40,100,000	CBS/Infinity		KTCK AA	Dallas-Fort Worth	\$21,600,000	Susquehanna Radio Corp.
25	KYW AM	Philadelphia	\$40,000,000	CBS/Infinity	110	KMJQ FM	Houston	\$21,550,000	Radio One
26	KCBS AM	San Francisco	\$39,900,000	CBS/Infinity	111	WKYS FM	Washington, DC	\$21,540,000	Radio One
27	WSKQ FM	New York	\$39,800,000	Spanish Bdcstg. System	112	KLLC FM	San Francisco	\$21,500,000	CBS/Infinity
28	WJFK FM	Washington, DC	\$39,250,000	CBS/Infinity		KEGL FM	Dallas-Fort Worth	\$21,500,000	Clear Channel Commun.
29	WVEE FM	Atlanta	\$38,800,000	CBS/Infinity		KBXX FM	Houston	\$21,500,000	Radio One
30	KNX AM	Los Angeles	\$38,600,000	CBS/Infinity	115	WNEW FM	New York	\$21,450,000	CBS/Infinity
31	WPLJ FM	New York	\$38,500,000	ABC Inc.	116	WJMK FM	Chicago	\$21,100,000	CBS/Infinity
32	WBCN FM	Boston	\$38,150,000	CBS/Infinity	117	KMEL FM	San Francisco	\$20,900,000	Clear Channel Commun.
33	KRTH FM	Los Angeles	\$37,300,000	CBS/Infinity	118	KTRH AM	Houston	\$20,870,000	Clear Channel Commun.
34	KLVE FM	Los Angeles	\$36,800,000	Hispanic Bdcstg. Corp.	119	WOR AM	New York	\$20,800,000	Buckley Bdcstg.
35	KLOS FM	Los Angeles	\$36,700,000	ABC Inc.	120	WRIF FM	Detroit	\$20,680,000	Greater Media, Inc.
36	KBIG FM	Los Angeles	\$36,300,000	Clear Channel Commun.	121	KKRW FM	Houston	\$20,510,000	Clear Channel Commun.
37	KFWB AM	Los Angeles	\$35,900,000	CBS/Infinity	122	KDMX FM	Dallas-Fort Worth	\$20,400,000	Clear Channel Commun.
38	KFI AM	Los Angeles	\$35,000,000	Clear Channel Commun.	123	WJLB FM	Detroit	\$20,000,000	Clear Channel Commun.
39	WYSP FM	Philadelphia	\$34,400,000	CBS/Infinity		KLTN FM	Houston	\$20,000,000	Hispanic Bdcstg. Corp.
40	KSCA FM	Los Angeles	\$34,300,000	Hispanic Bdcstg. Corp.	125	KBCO FM	Denver	\$19,900,000	Clear Channel Commun.
41	KHKS FM	Dallas-Fort Worth	\$33,750,000	Clear Channel Commun.	126	WJMN FM	Boston	\$19,800,000	Clear Channel Commun.
42	WBBM AM	Chicago	\$33,700,000	CBS/Infinity	127	WAMR FM	Miami-Fort Lauderdale	\$19,650,000	Hispanic Bdcstg. Corp.
	KKBT FM	Los Angeles	\$33,700,000	Radio One	128	WWDC FM	Washington, DC	\$19,530,000	Clear Channel Commun.
44	KOIT AF	San Francisco	\$33,000,000	Bonneville International Corp.	129	WIP AM	Philadelphia	\$19,500,000	CBS/Infinity
	KVIL FM	Dallas-Fort Worth	\$33,000,000	CBS/Infinity		WGST AM	Atlanta	\$19,500,000	Clear Channel Commun.
	WXKS FM	Boston	\$33,000,000	Clear Channel Commun.		KYGO FM	Denver	\$19,500,000	Jefferson-Pilot Commun.
47	WSTR FM	Atlanta	\$32,000,000	Jefferson-Pilot Commun.	132	WLS AM	Chicago	\$19,400,000	ABC Inc.
	KFOG FF	San Francisco	\$32,000,000	Susquehanna Radio Corp.	133	WTMX FM	Chicago	\$19,100,000	Bonneville International Corp.
49	WNIC FM	Detroit	\$31,300,000	Clear Channel Commun.	134	KLOL FM	Houston	\$19,025,000	Clear Channel Commun.
50	WBBM FM	Chicago	\$31,200,000	CBS/Infinity	135	WPCH FM	Atlanta	\$19,000,000	Clear Channel Commun.
	WPGC FM	Washington, DC	\$31,200,000	CBS/Infinity		KBLX FM	San Francisco	\$19,000,000	Inner City Bdcstg. Corp.
52	WRKS FM	New York	\$31,100,000	Emmis Bdcstg.	137	WODS FM	Boston	\$18,800,000	CBS/Infinity
53	WALR FM	Atlanta	\$31,000,000	Cox Radio		KLUV FM	Dallas-Fort Worth	\$18,800,000	CBS/Infinity
54	KMOX AM	Saint Louis	\$30,000,000	CBS/Infinity	139	WEDR FM	Miami-Fort Lauderdale	\$18,525,000	Cox Radio
55	KOA AM	Denver	\$29,750,000	Clear Channel Commun.	140	KESZ FM	Phoenix	\$18,450,000	Clear Channel Commun.
56	KODA FM	Houston	\$29,516,000	Clear Channel Commun.	141	KABC AM	Los Angeles	\$18,400,000	ABC Inc.
57	KQRS FM	Minneapolis-Saint Paul	\$28,800,000	ABC Inc.	142	KPLX FM	Dallas-Fort Worth	\$18,125,000	Susquehanna Radio Corp.
58	WVAZ FM	Chicago	\$28,600,000	Clear Channel Commun.	143	WFOX FM	Atlanta	\$18,000,000	Cox Radio
59	WNUA FM	Chicago	\$28,300,000	Clear Channel Commun.	144	WLYF FM	Miami-Fort Lauderdale	\$17,845,000	Jefferson-Pilot Commun.
60	KRLD AM	Dallas-Fort Worth	\$27,900,000	CBS/Infinity	145	WMJI FM	Cleveland	\$17,775,000	Clear Channel Commun.
61	WQCD FM	New York	\$27,650,000	Emmis Bdcstg.	146	KLDE FM	Houston	\$17,537,000	Cox Radio
62	WBAP AM	Dallas-Fort Worth	\$27,600,000	ABC Inc.	147	WIOQ FM	Philadelphia	\$17,350,000	Clear Channel Commun.
	KCMG FM	Los Angeles	\$27,600,000	Clear Channel Commun.	148	KNIX FM	Phoenix	\$17,300,000	Clear Channel Commun.
64	WKQX FM	Chicago	\$27,400,000	Emmis Bdcstg.	149	KDKA AM	Pittsburgh	\$17,230,000	CBS/Infinity
65	WEEI AM	Boston	\$27,150,000	Entercom	150	WHQT FM	Miami-Fort Lauderdale	\$17,223,000	Cox Radio
66	WZLX FM	Boston	\$27,100,000	CBS/Infinity	151	WZGC FM	Atlanta	\$17,200,000	CBS/Infinity
67	WBMX FM	Boston	\$26,900,000	CBS/Infinity	152	WMAL AM	Washington, DC	\$17,080,000	ABC Inc.
68	WTJM FM	New York	\$26,800,000	Clear Channel Commun.	153	WERQ FM	Baltimore	\$17,000,000	Radio One
69	WAXQ FM	New York	\$26,650,000	Clear Channel Commun.	154	KMPS FM	Seattle-Tacoma	\$16,900,000	CBS/Infinity
70	WLW AM	Cincinnati	\$26,550,000	Clear Channel Commun.		WMMJ FM	Washington, DC	\$16,900,000	Radio One
71	WBEB FM	Philadelphia	\$26,000,000	WEAZ Radio, Inc.	156	WALK AF	Nassau-Suffolk (Long Island)	\$16,700,000	Clear Channel Commun.
72	WCKG FM	Chicago	\$25,800,000	CBS/Infinity	157	KMLE FM	Phoenix	\$16,500,000	CBS/Infinity
73	WBLS FM	New York	\$25,600,000	Inner City Bdcstg. Corp.	158	WMGK FM	Philadelphia	\$16,470,000	Greater Media, Inc.
74	WTOP AF	Washington, DC	\$25,360,000	Bonneville International Corp.	159	WQAM AM	Miami-Fort Lauderdale	\$16,435,000	Beasley Broadcast Group
75	WXRT FM	Chicago	\$25,000,000	CBS/Infinity	160	KZLA FM	Los Angeles	\$16,400,000	Emmis Bdcstg.
76	WWJ AM	Detroit	\$24,980,000	CBS/Infinity	161	KFMB FM	San Diego	\$16,370,000	Midwest TV, Inc.
77	KFRC AF	San Francisco	\$24,900,000	CBS/Infinity	162	KDWB FM	Minneapolis-Saint Paul	\$16,260,000	Clear Channel Commun.
78	KHMX FM	Houston	\$24,810,000	Clear Channel Commun.	163	WWMX FM	Baltimore	\$16,240,000	CBS/Infinity
79	KKDA AF	Dallas-Fort Worth	\$24,800,000	Service Bdcstg. Corp.	164	KEYE FM	Minneapolis-Saint Paul	\$16,220,000	Clear Channel Commun.
80	WMJX FM	Boston	\$24,700,000	Greater Media, Inc.	165	WLEY FM	Chicago	\$16,200,000	Spanish Bdcstg. System
81	WRQX FM	Washington, DC	\$24,560,000	ABC Inc.	166	KSJO FM	San Jose	\$16,050,000	Chase Radio Partners
82	KILT FM	Houston	\$24,480,000	CBS/Infinity	167	WHFS FM	Washington, DC	\$15,970,000	CBS/Infinity
83	WOMX FM	Detroit	\$24,300,000	CBS/Infinity	168	WPAT FM	New York	\$15,900,000	Spanish Bdcstg. System
84	KIOI FM	San Francisco	\$24,100,000	Clear Channel Commun.	169	WFBQ FM	Indianapolis	\$15,737,000	Clear Channel Commun.
85	KXTA AM	Los Angeles	\$24,000,000	Clear Channel Commun.	170	WQXR FM	New York	\$15,670,000	The New York Times Co.

America's Highest Billing Radio Stations

Calls	Market	Revenue	Owner	Calls	Market	Revenue	Owner		
171	WQYK FM	Tampa-Saint Petersburg	\$15,650,000	CBS/Infinity	256	KGON FM	Portland, OR	\$11,281,000	Entercom
172	WUSL FM	Philadelphia	\$15,600,000	Clear Channel Commun.	257	WLUP FM	Chicago	\$11,250,000	Bonneville International Corp.
173	KOOL AF	Phoenix	\$15,500,000	CBS/Infinity	258	KSTP FM	Minneapolis-Saint Paul	\$11,240,000	Hubbard Bdcstg., Inc.
	KLSY FM	Seattle-Tacoma	\$15,500,000	Sandusky Radio	259	KASE FM	Austin	\$11,160,000	Clear Channel Commun.
175	KBSS FM	Seattle-Tacoma	\$15,400,000	Entercom	260	WNKS FM	Charlotte	\$11,150,000	CBS/Infinity
176	KTBS FM	Houston	\$15,350,000	Clear Channel Commun.	261	WEBS FM	Bridgeport	\$11,120,000	Nassau Bdcstg.
177	WJMO FM	Washington, DC	\$15,220,000	Clear Channel Commun.	262	KMTT FM	Seattle-Tacoma	\$11,100,000	Entercom
178	WJZ FM	Philadelphia	\$15,200,000	Clear Channel Commun.	263	WBZZ FM	Pittsburgh	\$11,080,000	CBS/Infinity
179	WEBN FM	Cincinnati	\$15,160,000	Clear Channel Commun.	264	WIVK FM	Knoxville	\$11,000,000	Citadel Commun. Corp.
180	WPOW FM	Miami-Fort Lauderdale	\$15,156,000	Beasley Broadcast Group		WPLY FM	Philadelphia	\$11,000,000	Radio One
181	WGSX FM	Detroit	\$15,040,000	Greater Media, Inc.	266	WRAL FM	Raleigh-Durham	\$10,930,000	WRAL FM, Inc.
182	WZTA FM	Miami-Fort Lauderdale	\$15,000,000	Clear Channel Commun.	267	WROR FM	Boston	\$10,900,000	Greater Media, Inc.
183	WMMR FM	Philadelphia	\$14,930,000	Greater Media, Inc.	268	WBGG FM	Miami-Fort Lauderdale	\$10,825,000	Clear Channel Commun.
184	KUBE FM	Seattle-Tacoma	\$14,925,000	Ackerley Commun.	269	KTXQ FM	Dallas-Fort Worth	\$10,800,000	Clear Channel Commun.
185	KPLZ FM	Seattle-Tacoma	\$14,700,000	Fisher Bdcstg., Inc.	270	WDRQ FM	Detroit	\$10,750,000	ABC Inc.
186	WQSR FM	Baltimore	\$14,630,000	CBS/Infinity	271	WWL AM	New Orleans	\$10,700,000	Entercom
187	WQGL FM	Philadelphia	\$14,500,000	CBS/Infinity	272	XTRA FM	San Diego	\$10,687,000	Clear Channel Commun.
	WHYI FM	Miami-Fort Lauderdale	\$14,500,000	Clear Channel Commun.	273	WKQI FM	Detroit	\$10,630,000	Clear Channel Commun.
	KBUE FF	Los Angeles	\$14,500,000	Lieberman Bdcstg., Inc.	274	WNND FM	Chicago	\$10,600,000	Bonneville International Corp.
190	KFBK AM	Sacramento	\$14,420,000	Clear Channel Commun.		KEZR FM	San Jose	\$10,600,000	CBS/Infinity
	WFLZ FM	Tampa-Saint Petersburg	\$14,420,000	Clear Channel Commun.	276	KIOZ FM	San Diego	\$10,558,000	Clear Channel Commun.
192	KNDD FM	Seattle-Tacoma	\$14,400,000	Entercom	277	WXCD FM	Chicago	\$10,500,000	ABC Inc.
193	WJZW FM	Washington, DC	\$14,111,000	ABC Inc.		KMXV FM	Kansas City	\$10,500,000	CBS/Infinity
194	KOSI FM	Denver	\$14,050,000	Clear Channel Bdcstg.		WKSS FM	Hartford	\$10,500,000	Clear Channel Commun.
195	KOGO AM	San Diego	\$14,033,000	Clear Channel Commun.	280	KSL AM	Salt Lake City	\$10,433,000	Bonneville International Corp.
196	KFRG FF	Riverside -San Bernardino	\$14,000,000	CBS/Infinity	281	WDOK FM	Cleveland	\$10,426,000	CBS/Infinity
	KTAR AM	Phoenix	\$14,000,000	Emmis Bdcstg.	282	WBOS FM	Boston	\$10,400,000	Greater Media, Inc.
	WFMS FM	Indianapolis	\$14,000,000	Susquehanna Radio Corp.		KSOL FF	San Francisco	\$10,400,000	Hispanic Bdcstg. Corp.
199	WNCL FM	Columbus, OH	\$13,800,000	Clear Channel Commun.		KWJZ FM	Seattle-Tacoma	\$10,400,000	Sandusky Radio
200	KRFX FM	Denver	\$13,780,000	Clear Channel Commun.	285	WHAS AM	Louisville	\$10,390,000	Clear Channel Commun.
201	WDCG FM	Raleigh-Durham	\$13,715,000	Clear Channel Commun.	286	KKBQ FM	Houston	\$10,275,000	Cox Radio
202	WLTE FM	Minneapolis-Saint Paul	\$13,700,000	CBS/Infinity	287	WWKA FM	Orlando	\$10,245,000	Cox Radio
	WOJO FM	Chicago	\$13,700,000	Hispanic Bdcstg. Corp.	288	KUPL AF	Portland, OR	\$10,235,000	CBS/Infinity
204	WBRR AM	New York	\$13,600,000	Bloomberg Commun., Inc.	289	WFLA FM	Tampa-Saint Petersburg	\$10,215,000	Clear Channel Commun.
	KDFC FM	San Francisco	\$13,600,000	Bonneville International Corp.	290	WMXD FM	Detroit	\$10,200,000	Clear Channel Commun.
206	KYXY FM	San Diego	\$13,528,000	CBS/Infinity		WLOL FM	Minneapolis-Saint Paul	\$10,200,000	Clear Channel Commun.
207	KZOK FM	Seattle-Tacoma	\$13,500,000	CBS/Infinity		WRMF FM	West Palm Beach	\$10,200,000	James Crystal Enterprises
208	WKIS FM	Miami-Fort Lauderdale	\$13,480,000	Beasley Broadcast Group	293	WLFC FM	Miami-Fort Lauderdale	\$10,184,000	Cox Radio
209	KEZK FM	Saint Louis	\$13,400,000	CBS/Infinity	294	XTRA AM	San Diego	\$10,164,000	Clear Channel Commun.
210	KKCW FM	Portland, OR	\$13,208,000	Clear Channel Commun.	295	KYOT FM	Phoenix	\$10,140,000	Clear Channel Commun.
211	WLCE FM	Philadelphia	\$13,200,000	Clear Channel Commun.		WTMJ AM	Milwaukee	\$10,140,000	Journal Broadcast Group
212	WMXJ FM	Miami-Fort Lauderdale	\$13,050,000	Jefferson-Pilot Commun.	297	WAMZ FM	Louisville	\$10,100,000	Clear Channel Commun.
213	WSCR AM	Chicago	\$13,000,000	CBS/Infinity	298	KINK FM	Portland, OR	\$10,040,000	CBS/Infinity
	WVMV FM	Detroit	\$13,000,000	CBS/Infinity	299	KNCI FM	Sacramento	\$10,030,000	CBS/Infinity
	WRKO AM	Boston	\$13,000,000	Entercom	300	WYAY FM	Atlanta	\$10,000,000	ABC Inc.
	WHTA FM	Atlanta	\$13,000,000	Radio One	301	WTIC AM	Hartford	\$9,950,000	CBS/Infinity
217	KBKS FM	Seattle-Tacoma	\$12,900,000	CBS/Infinity		KMXP FM	Phoenix	\$9,950,000	Clear Channel Commun.
	WSNY FM	Columbus, OH	\$12,900,000	Saga Commun., Inc.	303	WMVX FM	Cleveland	\$9,940,000	Clear Channel Commun.
219	WUBE FM	Cincinnati	\$12,860,000	CBS/Infinity	304	KSEJ FM	Sacramento	\$9,920,000	Entercom
220	KISW FM	Seattle-Tacoma	\$12,850,000	Entercom	305	WQXN FM	Boston	\$9,900,000	Entercom
221	WARW FM	Washington, DC	\$12,800,000	CBS/Infinity	306	WLYT FM	Charlotte	\$9,830,000	Clear Channel Commun.
222	WLIF FM	Baltimore	\$12,740,000	CBS/Infinity	307	KPRC AM	Houston	\$9,820,000	Clear Channel Commun.
223	WLQV FM	Columbus, OH	\$12,700,000	CBS/Infinity	308	KMZT FM	Los Angeles	\$9,800,000	Mount Wilson FM Broadcasters
224	WYCD FM	Detroit	\$12,600,000	CBS/Infinity	309	WLVE FM	Miami-Fort Lauderdale	\$9,750,000	Clear Channel Commun.
225	KQZQ FM	San Francisco	\$12,500,000	Bonneville International Corp.	310	WCOL FM	Columbus, OH	\$9,600,000	Clear Channel Commun.
226	KGB FM	San Diego	\$12,472,000	Clear Channel Commun.		KKSN FM	Portland, OR	\$9,600,000	Entercom
227	WIL FM	Saint Louis	\$12,400,000	Bonneville International Corp.	312	WRDU FM	Raleigh-Durham	\$9,540,000	Clear Channel Commun.
	WRCH FM	Hartford	\$12,400,000	CBS/Infinity	313	WXTU FM	Philadelphia	\$9,500,000	Beasley Broadcast Group
	KSON FM	San Diego	\$12,400,000	Jefferson-Pilot Commun.	314	KXTN AM	San Antonio	\$9,430,000	Hispanic Bdcstg. Corp.
230	WAAF FM	Boston	\$12,330,000	Entercom	315	WKLH FM	Milwaukee	\$9,400,000	Saga Commun., Inc.
231	WPOC FM	Baltimore	\$12,310,000	Clear Channel Commun.	316	WRTO FM	Miami-Fort Lauderdale	\$9,375,000	Hispanic Bdcstg. Corp.
232	WXYT AM	Detroit	\$12,200,000	CBS/Infinity	317	WTVN AM	Columbus, OH	\$9,350,000	Clear Channel Commun.
233	WGAR FM	Cleveland	\$12,190,000	Clear Channel Commun.	318	KLUC FM	Las Vegas	\$9,347,000	CBS/Infinity
234	WDSY FM	Pittsburgh	\$12,080,000	CBS/Infinity	319	WGRR FM	Cincinnati	\$9,300,000	CBS/Infinity
235	KLTY FM	Dallas-Fort Worth	\$12,050,000	Salem Commun. Corp.		WWSW FM	Pittsburgh	\$9,300,000	Clear Channel Commun.
236	KSFO AM	San Francisco	\$12,000,000	ABC Inc.		KKFR FM	Phoenix	\$9,300,000	Emmis Bdcstg.
	WBAL AM	Baltimore	\$12,000,000	Hearst-Argyle Television, Inc.		KVI AM	Seattle-Tacoma	\$9,300,000	Fisher Bdcstg., Inc.
238	WHUR FM	Washington, DC	\$11,975,000	Howard University	323	WTIC FM	Hartford	\$9,260,000	CBS/Infinity
239	KKRZ FM	Portland, OR	\$11,960,000	Clear Channel Commun.		WMMS FM	Cleveland	\$9,260,000	Clear Channel Commun.
240	WGMS FM	Washington, DC	\$11,950,000	Bonneville International Corp.	325	WZAK FM	Cleveland	\$9,175,000	Radio One
241	WZZZ FM	Washington, DC	\$11,880,000	Bonneville International Corp.	326	KMXB FM	Las Vegas	\$9,150,000	CBS/Infinity
242	WTKS FM	Orlando	\$11,865,000	Clear Channel Commun.	327	KSTP AM	Minneapolis-Saint Paul	\$9,130,000	Hubbard Bdcstg., Inc.
243	WRFX FM	Charlotte	\$11,840,000	Clear Channel Commun.	328	WTAM AM	Cleveland	\$9,120,000	Clear Channel Commun.
244	KYKY FM	Saint Louis	\$11,800,000	CBS/Infinity		KDGE FM	Dallas-Fort Worth	\$9,120,000	Radio One
245	KALC FM	Denver	\$11,780,000	Emmis Bdcstg.		WBLJ FM	Nassau-Suffolk	\$9,100,000	Cox Radio
246	WXXL FM	Orlando	\$11,735,000	Clear Channel Commun.	330	WBUI FM	Indianapolis	\$9,090,000	Emmis Bdcstg.
247	KUPD FM	Phoenix	\$11,700,000	Sandusky Radio	331	WIBC AM	Miami-Fort Lauderdale	\$9,080,000	Clear Channel Commun.
248	WOMX FM	Orlando	\$11,630,000	CBS/Infinity	332	WMGE FM	Miami-Fort Lauderdale	\$9,080,000	Clear Channel Commun.
249	KSSE FF	Los Angeles	\$11,500,000	Entravision Holdings	333	KIKK AF	Houston	\$9,037,000	CBS/Infinity
	WWIN FM	Baltimore	\$11,500,000	Radio One	334	KIFM FM	San Diego	\$9,026,000	Jefferson-Pilot Commun.
251	KOAI FM	Dallas-Fort Worth	\$11,430,000	CBS/Infinity	335	KTFM FM	San Antonio	\$9,000,000	CBS/Infinity
252	WPEG FM	Charlotte	\$11,427,000	CBS/Infinity		KRWF FM	Seattle-Tacoma	\$9,000,000	Sandusky Radio
253	WXTB FM	Tampa-Saint Petersburg	\$11,400,000	Clear Channel Commun.	337	WAPE FM	Jacksonville	\$8,954,000	Cox Radio
254	KOQL FM	Minneapolis-Saint Paul	\$11,370,000	Clear Channel Commun.	338	KXKL AF	Denver	\$8,950,000	CBS/Infinity
255	WEAT FM	West Palm Beach	\$11,300,000	CBS/Infinity	339	WSIX FM	Nashville	\$8,930,000	Clear Channel Commun.
					340	KZON FM	Phoenix	\$8,900,000	CBS/Infinity

The Nation's Highest Billing Radio Market Portfolios

Market	Owner	Revenue 2000	Mkt Rev %2000	Market	Owner	Revenue 2000	Mkt Rev %2000
1 New York	CBS/Infinity	\$291,870,000	35.3	26 Cincinnati	Clear Channel	\$70,936,000	54.6
2 Los Angeles	CBS/Infinity	\$289,900,000	31.7	27 Minneapolis - Saint Paul	Clear Channel	\$69,160,000	39.3
3 Los Angeles	Clear Channel	\$277,800,000	30.4	28 Miami - Fort Lauderdale	Clear Channel	\$68,061,000	26.1
4 New York	Clear Channel	\$211,250,000	25.5	29 Boston	Entercom	\$62,380,000	18.1
5 Chicago	CBS/Infinity	\$195,950,000	35.1	30 Tampa - Saint Petersburg	Clear Channel	\$62,359,000	47.3
6 Boston	CBS/Infinity	\$154,250,000	44.7	31 Atlanta	Clear Channel	\$62,100,000	16.8
7 Chicago	Clear Channel	\$144,900,000	25.9	32 Los Angeles	Emmis Broadcasting	\$61,950,000	6.8
8 Houston	Clear Channel	\$141,955,000	43.0	33 New York	ABC Inc.	\$60,600,000	7.3
9 Atlanta	Cox Radio	\$120,000,000	32.5	34 San Francisco	ABC Inc.	\$59,900,000	12.6
10 San Francisco	CBS/Infinity	\$117,600,000	24.7	35 Atlanta	CBS/Infinity	\$59,800,000	16.2
11 San Francisco	Clear Channel	\$117,310,000	24.7	36 San Francisco	Bonneville International Corp.	\$59,100,000	12.4
12 Washington, DC	Clear Channel	\$113,140,000	30.1	37 Cleveland	Clear Channel	\$58,285,000	49.4
13 Philadelphia	CBS/Infinity	\$112,100,000	35.9	38 Boston	Greater Media, Inc.	\$58,200,000	16.9
14 Dallas - Fort Worth	Clear Channel	\$108,850,000	27.5	39 San Diego	Clear Channel	\$56,933,000	31.7
15 Dallas - Fort Worth	CBS/Infinity	\$101,430,000	25.7	40 Washington, DC	ABC Inc.	\$55,751,000	14.8
16 New York	Emmis Broadcasting	\$101,050,000	12.2	41 New York	Spanish Broadcasting System	\$55,700,000	6.7
17 Washington, DC	CBS/Infinity	\$100,770,000	26.8	42 Saint Louis	CBS/Infinity	\$55,200,000	39.4
18 Detroit	CBS/Infinity	\$93,380,000	34.3	43 Los Angeles	ABC Inc.	\$55,100,000	6.0
19 San Francisco	Susquehanna Radio Corp.	\$89,800,000	18.9	44 Miami - Fort Lauderdale	Cox Radio	\$54,732,000	21.0
20 Denver	Clear Channel	\$88,460,000	46.8	45 Dallas - Fort Worth	ABC Inc.	\$54,520,000	13.8
21 Philadelphia	Clear Channel	\$86,630,000	27.7	46 Baltimore	CBS/Infinity	\$53,720,000	41.1
22 Seattle - Tacoma	Entercom	\$83,850,000	34.5	47 Boston	Clear Channel	\$53,100,000	15.4
23 Detroit	Clear Channel	\$83,370,000	30.6	48 Seattle - Tacoma	CBS/Infinity	\$51,900,000	21.4
24 Los Angeles	Hispanic Broadcasting Corp.	\$81,700,000	8.9	49 Dallas - Fort Worth	Susquehanna Radio Corp.	\$51,685,000	13.1
25 Phoenix	Clear Channel	\$76,420,000	40.2	50 Washington, DC	Bonneville International Corp.	\$49,190,000	13.1

Market Portfolios with the Highest Revenue Shares

Owner	Market	Revenue 2000	Rev Mkt % 2000	Owner	Market	Revenue 2000	Rev Mkt % 2000
1 Citadel Commun. Corp.	Bloomington, IL	\$7,895,000	86.8	26 Cumulus Media	Montgomery	\$8,150,000	50.9
2 Forever Broadcasting	Altoona	\$5,670,000	83.4	27 Cumulus Media	Bismarck, ND	\$3,300,000	50.8
3 Clear Channel	Huntington - Ashland	\$7,680,000	74.6	28 Citadel Commun. Corp.	Modesto	\$11,500,000	50.7
4 Citadel Commun. Corp.	Lansing	\$15,660,000	73.2	29 Clear Channel	Syracuse	\$15,792,000	50.3
5 Clear Channel	Asheville	\$7,400,000	71.8	30 Citadel Commun. Corp.	Albuquerque	\$21,135,000	50.2
6 Clear Channel	Davenport - Rock Island - Moline	\$10,003,000	62.9	31 Clear Channel	Allentown - Bethlehem	\$14,325,000	49.9
7 U.S. Broadcasting, LP	Macon	\$7,770,000	59.8	32 Cumulus Media	Wilmington, NC	\$6,270,000	49.8
8 Beasley Broadcast Group	Fayetteville, NC	\$11,830,000	58.6	33 Clear Channel	Columbus, GA	\$5,862,000	49.7
9 Clear Channel	Portsmouth - Dover - Rochester	\$9,795,000	58.3	34 Cumulus Media	Waterloo - Cedar Falls	\$3,825,000	49.7
10 NextMedia	Erie	\$5,960,000	57.3	35 Delmarva Broadcasting Co.	Wilmington, DE	\$11,800,000	49.6
11 Clear Channel	Worcester	\$8,600,000	56.6	36 Clear Channel	Cleveland	\$58,285,000	49.4
12 CBS/Infinity	Fresno	\$22,579,000	56.0	37 Clear Channel	Roanoke - Lynchburg	\$10,375,000	48.5
13 Saga Commun., Inc.	Manchester	\$7,810,000	55.8	38 Clear Channel	Sandusky, OH	\$5,960,000	48.5
14 Citadel Commun. Corp.	Binghamton	\$5,850,000	55.7	39 Clear Channel	Honolulu	\$13,702,000	48.4
15 Clear Channel	Manchester	\$7,800,000	55.7	40 Clear Channel	Beaumont - Port Arthur, TX	\$7,020,000	48.4
16 Midwest Commun., Inc.	Green Bay	\$8,380,000	55.1	41 Beasley Broadcast Group	Greenville - New Bern - Jacksonville	\$11,605,000	48.4
17 Clear Channel	Cincinnati	\$70,936,000	54.6	42 Pamal Broadcasting	Pensacola	\$6,040,000	48.3
18 Clear Channel	Waco, TX	\$5,170,000	54.4	43 Clear Channel	Tiffin, OH	\$14,010,000	48.3
19 Federated Media	Fort Wayne	\$11,695,000	52.7	44 Cumulus Media	Flint	\$7,760,000	47.9
20 Cumulus Media	Youngstown	\$11,530,000	52.4	45 Radio Works	Rockford	\$7,040,000	47.9
21 Rubber City Radio Group	Akron	\$12,000,000	51.9	46 Clear Channel	Madison	\$14,540,000	47.8
22 Clear Channel	Louisville	\$27,900,000	51.8	47 Cox Radio	Jacksonville	\$26,149,000	47.7
23 Clear Channel	Wheeling	\$4,335,000	51.6	48 Clear Channel	Tampa - Saint Petersburg	\$62,359,000	47.3
24 NextMedia	Canton	\$7,000,000	51.5	49 Clear Channel	Grand Rapids	\$20,260,000	47.1
25 Regent Commun., Inc.	Utica - Rome	\$5,650,000	51.4	50 CBS/Infinity	Hartford	\$34,690,000	46.9
				51 Clear Channel	Dayton	\$18,468,000	46.9

Estimated Radio Revenue by Market

Market	1995 Rev	2000 Rev	Five-Year % Growth (95-00)	2005 Rev	Five-Year % Growth (00-05)
AKRON	\$14,900,000	\$23,100,000	55.0	\$30,300,000	31.2
ALBANY-SCHENECTADY-TROY	\$26,100,000	\$41,100,000	57.5	\$53,300,000	29.7
ALBUQUERQUE	\$28,100,000	\$42,100,000	49.8	\$60,700,000	44.2
ALLENTOWN-BETHLEHEM	\$19,900,000	\$28,300,000	42.2	\$37,600,000	32.9
ALTOONA	\$4,900,000	\$6,800,000	38.8	\$9,000,000	32.4
AMARILLO	\$6,600,000	\$9,600,000	45.5	\$12,500,000	30.2
ANCHORAGE	\$12,700,000	\$16,700,000	31.5	\$21,400,000	28.1
APPLETON-OSHKOSH	\$11,300,000	\$17,100,000	51.3	\$23,400,000	36.8
ASHEVILLE	\$6,500,000	\$10,300,000	58.5	\$14,300,000	38.8
ATLANTA	\$170,000,000	\$369,000,000	117.1	\$515,000,000	39.6
ATLANTIC CITY/CAPE MAY	\$13,400,000	\$19,800,000	47.8	\$28,300,000	42.9
AUGUSTA, GA	\$11,200,000	\$16,600,000	48.2	\$22,700,000	36.7
AUSTIN	\$42,500,000	\$89,300,000	110.1	\$130,500,000	46.1
BAKERSFIELD	\$15,200,000	\$20,900,000	37.5	\$29,000,000	38.8
BALTIMORE	\$79,800,000	\$130,800,000	63.9	\$176,900,000	35.2
BATON ROUGE	\$18,700,000	\$27,700,000	48.1	\$40,000,000	44.4
BEAUMONT-PORT ARTHUR	\$9,200,000	\$14,500,000	57.6	\$19,100,000	31.7
BILLINGS	\$5,500,000	\$7,600,000	38.2	\$10,300,000	35.5
BINGHAMTON	\$7,900,000	\$10,500,000	32.9	\$13,800,000	31.4
BIRMINGHAM	\$32,400,000	\$47,300,000	46.0	\$66,600,000	40.8
BISMARCK, ND	\$4,300,000	\$6,500,000	51.2	\$8,600,000	32.3
BLOOMINGTON, IL	\$6,000,000	\$9,100,000	51.7	\$12,200,000	34.1
BOISE	\$13,000,000	\$23,000,000	76.9	\$32,000,000	39.1
BOSTON	\$171,000,000	\$345,300,000	101.9	\$484,000,000	40.2
BRIDGEPORT (Fairfield County)	\$27,300,000	\$37,500,000	37.4	\$48,700,000	29.9
BUFFALO	\$39,800,000	\$56,300,000	41.5	\$74,900,000	33.0
BURLINGTON, VT	\$7,800,000	\$10,700,000	37.2	\$14,300,000	33.6
CANTON	\$9,400,000	\$13,600,000	44.7	\$17,900,000	31.6
CAPE COD, MA	\$10,500,000	\$14,900,000	41.9	\$19,700,000	32.2
CEDAR RAPIDS	\$10,500,000	\$15,800,000	50.5	\$21,300,000	34.8
CHARLESTON, SC	\$14,400,000	\$23,200,000	61.1	\$31,300,000	34.9
CHARLESTON, WV	\$9,500,000	\$13,900,000	46.3	\$18,400,000	32.4
CHARLOTTE	\$57,600,000	\$108,200,000	87.8	\$156,500,000	44.6
CHARLOTTESVILLE, VA	\$5,500,000	\$7,900,000	43.6	\$10,600,000	34.2
CHATTANOOGA	\$16,000,000	\$22,500,000	40.6	\$30,400,000	35.1
CHICAGO	\$319,000,000	\$558,900,000	75.2	\$798,500,000	42.9
CINCINNATI	\$79,200,000	\$130,000,000	64.1	\$179,600,000	38.2
CLEVELAND	\$78,000,000	\$118,100,000	51.4	\$165,600,000	40.2
COLORADO SPRINGS	\$14,400,000	\$25,300,000	75.7	\$36,100,000	42.7
COLUMBIA, SC	\$19,400,000	\$30,200,000	55.7	\$43,100,000	42.7
COLUMBUS, GA	\$8,500,000	\$11,800,000	38.8	\$16,900,000	43.2
COLUMBUS, OH	\$61,000,000	\$96,400,000	58.0	\$138,500,000	43.7
CORPUS CHRISTI	\$9,400,000	\$14,200,000	51.1	\$18,000,000	26.8
DALLAS - FORT WORTH	\$204,600,000	\$395,200,000	93.2	\$576,400,000	45.9
DAVENPORT - ROCK ISLAND - MOLINE	\$11,700,000	\$15,900,000	35.9	\$21,700,000	36.5
DAYTON	\$29,000,000	\$39,400,000	35.9	\$50,000,000	26.9
DENVER	\$105,500,000	\$188,900,000	79.1	\$281,600,000	49.1
DES MOINES	\$20,800,000	\$26,900,000	29.3	\$36,000,000	33.8
DETROIT	\$167,800,000	\$272,500,000	62.4	\$382,100,000	40.2
DULUTH	\$5,400,000	\$7,700,000	42.6	\$10,200,000	32.5
EL PASO	\$16,200,000	\$23,000,000	42.0	\$30,300,000	31.7
ERIE	\$7,300,000	\$10,400,000	42.5	\$13,900,000	33.7
EUGENE	\$9,900,000	\$12,300,000	24.2	\$16,500,000	34.1
EVANSVILLE	\$13,500,000	\$19,100,000	41.5	\$25,800,000	35.1
FARGO	\$9,000,000	\$13,600,000	51.1	\$17,900,000	31.6
FAYETTEVILLE, NC	\$11,300,000	\$20,200,000	78.8	\$26,900,000	33.2
FLINT	\$11,900,000	\$16,200,000	36.1	\$20,900,000	29.0
FORT MYERS - NAPLES, FL	\$18,700,000	\$30,400,000	62.6	\$41,800,000	37.5
FORT WAYNE	\$15,900,000	\$22,200,000	39.6	\$30,100,000	35.6
FRESNO	\$25,500,000	\$40,300,000	58.0	\$54,200,000	34.5
GAINESVILLE-OCALA, FL	\$10,500,000	\$14,700,000	40.0	\$20,000,000	36.1
GRAND RAPIDS	\$30,000,000	\$43,000,000	43.3	\$60,600,000	40.9
GREEN BAY	\$10,000,000	\$15,200,000	52.0	\$20,900,000	37.5
GREENSBORO-WINSTON SALEM	\$31,600,000	\$46,800,000	48.1	\$63,800,000	36.3
GREENVILLE-NEW BERN-JACKSONVILLE	\$14,600,000	\$24,000,000	64.4	\$32,100,000	33.8
GREENVILLE-SPARTANBURG	\$26,700,000	\$42,100,000	57.7	\$58,200,000	38.2

Estimated Radio Revenue by Market

Market	1995 Rev	2000 Rev	Five-Year % Growth (95-00)	2005 Rev	Five-Year % Growth (00-05)
HARRISBURG	\$20,900,000	\$28,300,000	35.4	\$38,900,000	37.5
HARTFORD	\$47,400,000	\$75,100,000	58.4	\$97,700,000	30.1
HONOLULU	\$22,500,000	\$28,300,000	25.8	\$36,300,000	28.3
HOUSTON	\$182,100,000	\$330,300,000	81.4	\$487,300,000	47.5
HUNTINGTON, WV	\$7,500,000	\$10,300,000	37.3	\$13,600,000	32.0
HUNTSVILLE	\$12,300,000	\$17,500,000	42.3	\$23,400,000	33.7
INDIANAPOLIS	\$62,300,000	\$90,000,000	44.5	\$126,200,000	40.2
JACKSON, MS	\$16,000,000	\$21,800,000	36.3	\$29,500,000	35.3
JACKSONVILLE	\$35,500,000	\$54,800,000	54.4	\$74,500,000	35.9
JOHNSON CITY - KINGSFORT - BRISTOL	\$11,900,000	\$17,000,000	42.9	\$23,000,000	35.3
JOHNSTOWN, PA	\$5,700,000	\$7,500,000	31.6	\$9,900,000	32.0
KALAMAZOO	\$8,600,000	\$13,100,000	52.3	\$17,500,000	33.6
KANSAS CITY	\$57,000,000	\$91,400,000	60.4	\$123,000,000	34.6
KNOXVILLE	\$22,000,000	\$35,600,000	61.8	\$47,900,000	34.6
LAFAYETTE, IN	\$5,400,000	\$8,700,000	61.1	\$11,600,000	33.3
LAFAYETTE, LA	\$11,900,000	\$17,300,000	45.4	\$24,800,000	43.4
LANCASTER	\$8,700,000	\$12,900,000	48.3	\$16,800,000	30.2
LANSING	\$14,800,000	\$21,400,000	44.6	\$28,300,000	32.2
LAS VEGAS	\$38,000,000	\$80,000,000	110.5	\$120,800,000	51.0
LEXINGTON	\$17,000,000	\$25,000,000	47.1	\$33,100,000	32.4
LINCOLN	\$10,300,000	\$14,600,000	41.7	\$19,300,000	32.2
LITTLE ROCK	\$17,500,000	\$26,400,000	50.9	\$36,300,000	37.5
LOS ANGELES	\$495,000,000	\$914,000,000	84.6	\$1,329,000,000	45.4
LOUISVILLE	\$32,500,000	\$53,900,000	65.8	\$72,800,000	35.1
LUBBOCK	\$7,900,000	\$12,700,000	60.8	\$17,000,000	33.9
MACON	\$9,900,000	\$13,000,000	31.3	\$17,400,000	33.8
MADISON	\$18,900,000	\$30,400,000	60.8	\$40,900,000	34.5
MANCHESTER	\$8,800,000	\$14,000,000	59.1	\$18,900,000	35.0
McALLEN - BROWNSVILLE	\$14,800,000	\$24,200,000	63.5	\$32,500,000	34.3
MEMPHIS	\$40,600,000	\$59,900,000	47.5	\$80,900,000	35.1
MIAMI - FT. LAUDERDALE	\$154,500,000	\$260,300,000	68.5	\$363,200,000	39.5
MILWAUKEE	\$57,300,000	\$85,000,000	48.3	\$117,900,000	38.7
MINNEAPOLIS - ST. PAUL	\$105,000,000	\$175,800,000	67.4	\$247,600,000	40.8
MOBILE	\$13,500,000	\$20,500,000	51.9	\$28,500,000	39.0
MODESTO	\$14,200,000	\$22,700,000	59.9	\$30,100,000	32.6
MONTEREY - SALINAS - SANTA CRUZ	\$13,600,000	\$21,400,000	57.4	\$29,300,000	36.9
MONTGOMERY	\$11,200,000	\$16,000,000	42.9	\$21,900,000	36.9
NASHVILLE	\$48,400,000	\$76,400,000	57.9	\$105,600,000	38.2
NASSAU - SUFFOLK	\$37,000,000	\$56,700,000	53.2	\$72,000,000	27.0
NEW HAVEN	\$14,200,000	\$18,700,000	31.7	\$24,500,000	31.0
NEW ORLEANS	\$41,600,000	\$64,800,000	55.8	\$86,300,000	33.2
NEW YORK	\$436,000,000	\$827,200,000	89.7	\$1,170,900,000	41.5
NORFOLK	\$42,000,000	\$59,200,000	41.0	\$80,700,000	36.3
ODESSA - MIDLAND, TX	\$7,300,000	\$10,700,000	46.6	\$13,800,000	29.0
OKLAHOMA CITY	\$31,200,000	\$46,700,000	49.7	\$64,800,000	38.8
OMAHA	\$28,700,000	\$39,600,000	38.0	\$55,000,000	38.9
ORLANDO	\$62,900,000	\$114,200,000	81.6	\$163,100,000	42.8
OXNARD - VENTURA	\$8,900,000	\$13,500,000	51.7	\$17,800,000	31.9
PANAMA CITY, FL	\$6,600,000	\$9,500,000	43.9	\$12,600,000	32.6
PENSACOLA	\$0	\$12,500,000	N/A	\$17,000,000	36.0
PEORIA	\$11,700,000	\$16,700,000	42.7	\$22,000,000	31.7
PHILADELPHIA	\$192,200,000	\$312,500,000	62.6	\$428,000,000	37.0
PHOENIX	\$97,500,000	\$190,000,000	94.9	\$274,000,000	44.2
PITTSBURGH	\$70,600,000	\$112,500,000	59.3	\$156,200,000	38.8
PORTLAND, ME	\$14,700,000	\$20,200,000	37.4	\$27,100,000	34.2
PORTLAND, OR	\$72,400,000	\$125,000,000	72.7	\$180,000,000	44.0
PORTSMOUTH - DOVER - ROCHESTER	\$9,200,000	\$16,800,000	82.6	\$22,400,000	33.3
PROVIDENCE	\$33,500,000	\$49,300,000	47.2	\$66,900,000	35.7
RALEIGH-DURHAM	\$40,400,000	\$83,200,000	105.9	\$122,800,000	47.6
RENO	\$12,900,000	\$22,100,000	71.3	\$30,400,000	37.6
RICHMOND	\$34,700,000	\$51,500,000	48.4	\$70,900,000	37.7
RIVERSIDE - SAN BERNARDINO	\$23,400,000	\$38,200,000	63.2	\$51,700,000	35.3
ROANOKE - LYNCHBURG	\$15,000,000	\$21,400,000	42.7	\$29,400,000	37.4
ROCHESTER, NY	\$29,800,000	\$45,200,000	51.7	\$63,500,000	40.5
ROCKFORD	\$8,600,000	\$14,700,000	70.9	\$19,300,000	31.3
SACRAMENTO	\$67,400,000	\$104,300,000	54.7	\$142,300,000	36.4

Estimated Radio Revenue by Market

Market	1995 Rev	2000 Rev	Five-Year % Growth (95-00)	2005 Rev	Five-Year % Growth (00-05)
SAGINAW - BAY CITY - MIDLAND	\$14,000,000	\$18,200,000	30.0	\$23,500,000	29.1
SAINT LOUIS	\$90,000,000	\$140,000,000	55.6	\$190,000,000	35.7
SALISBURY-OCEAN CITY	\$10,300,000	\$14,100,000	36.9	\$18,900,000	34.0
SALT LAKE CITY	\$48,700,000	\$89,800,000	84.4	\$135,400,000	50.8
SAN ANTONIO	\$59,600,000	\$91,100,000	52.9	\$121,900,000	33.8
SAN DIEGO	\$106,000,000	\$179,600,000	69.4	\$256,400,000	42.8
SAN FRANCISCO	\$198,000,000	\$475,800,000	140.3	\$636,300,000	33.7
SAN JOSE	\$37,200,000	\$69,400,000	86.6	\$93,000,000	34.0
SANTA BARBARA, CA	\$7,800,000	\$12,300,000	57.7	\$16,700,000	35.8
SANTA ROSA	\$8,100,000	\$13,400,000	65.4	\$18,300,000	36.6
SAVANNAH	\$12,600,000	\$18,100,000	43.7	\$24,700,000	36.5
SEATTLE	\$124,000,000	\$240,900,000	94.3	\$328,300,000	36.3
SHREVEPORT	\$11,400,000	\$16,000,000	40.4	\$22,200,000	38.8
SIOUX FALLS	\$7,400,000	\$10,000,000	35.1	\$13,000,000	30.0
SOUTH BEND	\$11,700,000	\$17,100,000	46.2	\$22,900,000	33.9
SPOKANE	\$13,700,000	\$20,900,000	52.6	\$28,500,000	36.4
SPRINGFIELD, IL	\$9,200,000	\$12,600,000	37.0	\$16,600,000	31.7
SPRINGFIELD, MA	\$15,800,000	\$18,100,000	14.6	\$22,800,000	26.0
SPRINGFIELD, MO	\$14,100,000	\$20,000,000	41.8	\$26,900,000	34.5
STOCKTON	\$8,200,000	\$11,000,000	34.1	\$14,100,000	28.2
SYRACUSE	\$21,000,000	\$31,400,000	49.5	\$42,400,000	35.0
TALLAHASSEE	\$10,000,000	\$14,500,000	45.0	\$19,700,000	35.9
TAMPA - ST. PETERSBURG	\$78,500,000	\$129,600,000	65.1	\$180,000,000	38.9
TERRE HAUTE	\$4,900,000	\$6,800,000	38.8	\$8,900,000	30.9
TOLEDO	\$19,600,000	\$29,000,000	48.0	\$38,200,000	31.7
TOPEKA	\$6,700,000	\$9,900,000	47.8	\$13,000,000	31.3
TUCSON	\$24,000,000	\$43,200,000	80.0	\$60,500,000	40.0
TULSA	\$28,700,000	\$41,200,000	43.6	\$57,300,000	39.1
UTICA - ROME	\$8,000,000	\$11,000,000	37.5	\$14,200,000	29.1
WACO	\$7,100,000	\$9,500,000	33.8	\$12,200,000	28.4
WASHINGTON, DC	\$193,800,000	\$369,000,000	90.4	\$524,800,000	42.2
WATERLOO - CEDAR FALLS	\$5,200,000	\$7,700,000	48.1	\$10,000,000	29.9
WEST PALM BEACH	\$33,700,000	\$58,000,000	72.1	\$82,900,000	42.9
WHEELING	\$6,100,000	\$8,400,000	37.7	\$10,700,000	27.4
WICHITA	\$19,000,000	\$28,500,000	50.0	\$40,300,000	41.4
WILKES BARRE - SCRANTON	\$20,800,000	\$28,800,000	38.5	\$37,800,000	31.3
WILMINGTON, DE	\$14,300,000	\$23,800,000	66.4	\$31,500,000	32.4
WILMINGTON, NC	\$6,300,000	\$12,600,000	100.0	\$17,600,000	39.7
WORCESTER	\$12,100,000	\$15,200,000	25.6	\$20,000,000	31.6
YORK	\$14,200,000	\$20,700,000	45.8	\$28,000,000	35.3
YOUNGSTOWN	\$14,800,000	\$22,000,000	48.6	\$29,200,000	32.7

Market Rank by Revenue for Individual Years

Market	1995	Market	2000	Market	2005
1 LOS ANGELES	\$495,000,000	1 LOS ANGELES	\$914,000,000	1 LOS ANGELES	\$1,329,000,000
2 NEW YORK	\$436,000,000	2 NEW YORK	\$827,200,000	2 NEW YORK	\$1,170,900,000
3 CHICAGO	\$319,000,000	3 CHICAGO	\$558,900,000	3 CHICAGO	\$798,500,000
4 DALLAS-FORT WORTH	\$204,600,000	4 SAN FRANCISCO	\$475,800,000	4 SAN FRANCISCO	\$636,300,000
5 SAN FRANCISCO	\$198,000,000	5 DALLAS-FORT WORTH	\$395,200,000	5 DALLAS-FORT WORTH	\$576,400,000
6 WASHINGTON, DC	\$193,800,000	6 ATLANTA	\$369,000,000	6 WASHINGTON, DC	\$524,800,000
7 PHILADELPHIA	\$192,200,000	7 WASHINGTON, DC	\$369,000,000	7 ATLANTA	\$515,000,000
8 HOUSTON	\$182,100,000	8 BOSTON	\$345,300,000	8 HOUSTON	\$487,300,000
9 BOSTON	\$171,000,000	9 HOUSTON	\$330,300,000	9 BOSTON	\$484,000,000
10 ATLANTA	\$170,000,000	10 PHILADELPHIA	\$312,500,000	10 PHILADELPHIA	\$428,000,000
11 DETROIT	\$167,800,000	11 DETROIT	\$272,500,000	11 DETROIT	\$382,100,000
12 MIAMI-FT. LAUDERDALE	\$154,500,000	12 MIAMI-FT. LAUDERDALE	\$260,300,000	12 MIAMI-FT. LAUDERDALE	\$363,200,000
13 SEATTLE	\$124,000,000	13 SEATTLE	\$240,900,000	13 SEATTLE	\$328,300,000
14 SAN DIEGO	\$106,000,000	14 PHOENIX	\$190,000,000	14 DENVER	\$281,600,000
15 DENVER	\$105,500,000	15 DENVER	\$188,900,000	15 PHOENIX	\$274,000,000
16 MINNEAPOLIS-ST. PAUL	\$105,000,000	16 SAN DIEGO	\$179,600,000	16 SAN DIEGO	\$256,400,000
17 PHOENIX	\$97,500,000	17 MINNEAPOLIS-ST. PAUL	\$175,800,000	17 MINNEAPOLIS-ST. PAUL	\$247,600,000
18 SAINT LOUIS	\$90,000,000	18 SAINT LOUIS	\$140,000,000	18 SAINT LOUIS	\$190,000,000
19 BALTIMORE	\$79,800,000	19 BALTIMORE	\$130,800,000	19 PORTLAND, OR	\$180,000,000
20 CINCINNATI	\$79,200,000	20 CINCINNATI	\$130,000,000	20 TAMPA-ST. PETERSBURG	\$180,000,000
21 TAMPA-ST. PETERSBURG	\$78,500,000	21 TAMPA-ST. PETERSBURG	\$129,600,000	21 CINCINNATI	\$179,600,000
22 CLEVELAND	\$78,000,000	22 PORTLAND, OR	\$125,000,000	22 BALTIMORE	\$176,900,000
23 PORTLAND, OR	\$72,400,000	23 CLEVELAND	\$118,100,000	23 CLEVELAND	\$165,600,000
24 PITTSBURGH	\$70,600,000	24 ORLANDO	\$114,200,000	24 ORLANDO	\$163,100,000
25 SACRAMENTO	\$67,400,000	25 PITTSBURGH	\$112,500,000	25 CHARLOTTE	\$156,500,000
26 ORLANDO	\$62,900,000	26 CHARLOTTE	\$108,200,000	26 PITTSBURGH	\$156,200,000
27 INDIANAPOLIS	\$62,300,000	27 SACRAMENTO	\$104,300,000	27 SACRAMENTO	\$142,300,000
28 COLUMBUS, OH	\$61,000,000	28 COLUMBUS, OH	\$96,400,000	28 COLUMBUS, OH	\$138,500,000
29 SAN ANTONIO	\$59,600,000	29 KANSAS CITY	\$91,400,000	29 SALT LAKE CITY	\$135,400,000
30 CHARLOTTE	\$57,600,000	30 SAN ANTONIO	\$91,100,000	30 AUSTIN	\$130,500,000
31 MILWAUKEE	\$57,300,000	31 INDIANAPOLIS	\$90,000,000	31 INDIANAPOLIS	\$126,200,000
32 KANSAS CITY	\$57,000,000	32 SALT LAKE CITY	\$89,800,000	32 KANSAS CITY	\$123,000,000
33 SALT LAKE CITY	\$48,700,000	33 AUSTIN	\$89,300,000	33 RALEIGH-DURHAM	\$122,800,000
34 NASHVILLE	\$48,400,000	34 MILWAUKEE	\$85,000,000	34 SAN ANTONIO	\$121,900,000
35 HARTFORD	\$47,400,000	35 RALEIGH-DURHAM	\$83,200,000	35 LAS VEGAS	\$120,800,000
36 AUSTIN	\$42,500,000	36 LAS VEGAS	\$80,000,000	36 MILWAUKEE	\$117,900,000
37 NORFOLK	\$42,000,000	37 NASHVILLE	\$76,400,000	37 NASHVILLE	\$105,600,000
38 NEW ORLEANS	\$41,600,000	38 HARTFORD	\$75,100,000	38 HARTFORD	\$97,700,000
39 MEMPHIS	\$40,600,000	39 SAN JOSE	\$69,400,000	39 SAN JOSE	\$93,000,000
40 RALEIGH-DURHAM	\$40,400,000	40 NEW ORLEANS	\$64,800,000	40 NEW ORLEANS	\$86,300,000
41 BUFFALO	\$39,800,000	41 MEMPHIS	\$59,900,000	41 WEST PALM BEACH	\$82,900,000
42 LAS VEGAS	\$38,000,000	42 NORFOLK	\$59,200,000	42 MEMPHIS	\$80,900,000
43 SAN JOSE	\$37,200,000	43 WEST PALM BEACH	\$58,000,000	43 NORFOLK	\$80,700,000
44 NASSAU-SUFFOLK	\$37,000,000	44 NASSAU-SUFFOLK	\$56,700,000	44 BUFFALO	\$74,900,000
45 JACKSONVILLE	\$35,500,000	45 BUFFALO	\$56,300,000	45 JACKSONVILLE	\$74,500,000
46 RICHMOND	\$34,700,000	46 JACKSONVILLE	\$54,800,000	46 LOUISVILLE	\$72,800,000
47 WEST PALM BEACH	\$33,700,000	47 LOUISVILLE	\$53,900,000	47 NASSAU-SUFFOLK	\$72,000,000
48 PROVIDENCE	\$33,500,000	48 RICHMOND	\$51,500,000	48 RICHMOND	\$70,900,000
49 LOUISVILLE	\$32,500,000	49 PROVIDENCE	\$49,300,000	49 PROVIDENCE	\$66,900,000
50 BIRMINGHAM	\$32,400,000	50 BIRMINGHAM	\$47,300,000	50 BIRMINGHAM	\$66,600,000
51 GREENSBORO-WINSTON SALEM	\$31,600,000	51 GREENSBORO-WINSTON SALEM	\$46,800,000	51 OKLAHOMA CITY	\$64,800,000
52 OKLAHOMA CITY	\$31,200,000	52 OKLAHOMA CITY	\$46,700,000	52 GREENSBORO-WINSTON SALEM	\$63,800,000
53 GRAND RAPIDS	\$30,000,000	53 ROCHESTER, NY	\$45,200,000	53 ROCHESTER, NY	\$63,500,000
54 ROCHESTER, NY	\$29,800,000	54 TUCSON	\$43,200,000	54 ALBUQUERQUE	\$60,700,000
55 DAYTON	\$29,000,000	55 GRAND RAPIDS	\$43,000,000	55 GRAND RAPIDS	\$60,600,000
56 OMAHA	\$28,700,000	56 ALBUQUERQUE	\$42,100,000	56 TUCSON	\$60,500,000
57 TULSA	\$28,700,000	57 GREENVILLE-SPARTANBURG	\$42,100,000	57 GREENVILLE-SPARTANBURG	\$58,200,000
58 ALBUQUERQUE	\$28,100,000	58 TULSA	\$41,200,000	58 TULSA	\$57,300,000
59 BRIDGEPORT (Fairfield County)	\$27,300,000	59 ALBANY-SCHENECTADY-TROY	\$41,100,000	59 OMAHA	\$55,000,000
60 GREENVILLE-SPARTANBURG	\$26,700,000	60 FRESNO	\$40,300,000	60 FRESNO	\$54,200,000
61 ALBANY-SCHENECTADY-TROY	\$26,100,000	61 OMAHA	\$39,600,000	61 ALBANY-SCHENECTADY-TROY	\$53,300,000
62 FRESNO	\$25,500,000	62 DAYTON	\$39,400,000	62 RIVERSIDE-SAN BERNARDINO	\$51,700,000
63 TUCSON	\$24,000,000	63 RIVERSIDE-SAN BERNARDINO	\$38,200,000	63 DAYTON	\$50,000,000
64 RIVERSIDE-SAN BERNARDINO	\$23,400,000	64 BRIDGEPORT (Fairfield County)	\$37,500,000	64 BRIDGEPORT (Fairfield County)	\$48,700,000
65 HONOLULU	\$22,500,000	65 KNOXVILLE	\$35,600,000	65 KNOXVILLE	\$47,900,000
66 KNOXVILLE	\$22,000,000	66 SYRACUSE	\$31,400,000	66 COLUMBIA, SC	\$43,100,000
67 SYRACUSE	\$21,000,000	67 FORT MYERS-NAPLES, FL	\$30,400,000	67 SYRACUSE	\$42,400,000
68 HARRISBURG	\$20,900,000	68 MADISON	\$30,400,000	68 FORT MYERS-NAPLES, FL	\$41,800,000
69 DES MOINES	\$20,800,000	69 COLUMBIA, SC	\$30,200,000	69 MADISON	\$40,900,000
70 WILKES BARRE-SCRANTON	\$20,800,000	70 TOLEDO	\$29,000,000	70 WICHITA	\$40,300,000
71 ALLENTOWN-BETHLEHEM	\$19,900,000	71 WILKES BARRE-SCRANTON	\$28,800,000	71 BATON ROUGE	\$40,000,000
72 TOLEDO	\$19,600,000	72 WICHITA	\$28,500,000	72 HARRISBURG	\$38,900,000
73 COLUMBIA, SC	\$19,400,000	73 ALLENTOWN-BETHLEHEM	\$28,300,000	73 TOLEDO	\$38,200,000
74 WICHITA	\$19,000,000	74 HARRISBURG	\$28,300,000	74 WILKES BARRE-SCRANTON	\$37,800,000
75 MADISON	\$18,900,000	75 HONOLULU	\$28,300,000	75 ALLENTOWN-BETHLEHEM	\$37,600,000
76 BATON ROUGE	\$18,700,000	76 BATON ROUGE	\$27,700,000	76 HONOLULU	\$36,300,000

Market Rank by Revenue for Individual Years

Market	1995	Market	2000	Market	2005
77 FORT MYERS-NAPLES, FL	\$18,700,000	77 DES MOINES	\$26,900,000	77 LITTLE ROCK	\$36,300,000
78 LITTLE ROCK	\$17,500,000	78 LITTLE ROCK	\$26,400,000	78 COLORADO SPRINGS	\$36,100,000
79 LEXINGTON	\$17,000,000	79 COLORADO SPRINGS	\$25,300,000	79 DES MOINES	\$36,000,000
80 EL PASO	\$16,200,000	80 LEXINGTON	\$25,000,000	80 LEXINGTON	\$33,100,000
81 CHATTANOOGA	\$16,000,000	81 McALLEN-BROWNSVILLE	\$24,200,000	81 McALLEN-BROWNSVILLE	\$32,500,000
82 JACKSON, MS	\$16,000,000	82 GRNVLL-NEW BERN-JACKSONVILLE	\$24,000,000	82 GRNVLL-NEW BERN-JACKSONVILLE	\$32,100,000
83 FORT WAYNE	\$15,900,000	83 WILMINGTON, DE	\$23,800,000	83 BOISE	\$32,000,000
84 SPRINGFIELD, MA	\$15,800,000	84 CHARLESTON, SC	\$23,200,000	84 WILMINGTON, DE	\$31,500,000
85 BAKERSFIELD	\$15,200,000	85 AKRON	\$23,100,000	85 CHARLESTON, SC	\$31,300,000
86 ROANOKE-LYNCHBURG	\$15,000,000	86 BOISE	\$23,000,000	86 CHATTANOOGA	\$30,400,000
86 AKRON	\$14,900,000	86 EL PASO	\$23,000,000	86 RENO	\$30,400,000
88 LANSING	\$14,800,000	88 MODESTO	\$22,700,000	88 AKRON	\$30,300,000
89 McALLEN-BROWNSVILLE	\$14,800,000	89 CHATTANOOGA	\$22,500,000	89 EL PASO	\$30,300,000
90 YOUNGSTOWN	\$14,800,000	90 FORT WAYNE	\$22,200,000	90 FORT WAYNE	\$30,100,000
91 PORTLAND, ME	\$14,700,000	91 RENO	\$22,100,000	91 MODESTO	\$30,100,000
92 GRNVLL-NEW BERN-JACKSONVILLE	\$14,600,000	92 YOUNGSTOWN	\$22,000,000	92 JACKSON, MS	\$29,500,000
93 CHARLESTON, SC	\$14,400,000	93 JACKSON, MS	\$21,800,000	93 ROANOKE-LYNCHBURG	\$29,400,000
94 COLORADO SPRINGS	\$14,400,000	94 LANSING	\$21,400,000	94 MONTEREY-SALINAS-SANTA CRUZ	\$29,300,000
95 WILMINGTON, DE	\$14,300,000	95 MONTEREY-SALINAS-SANTA CRUZ	\$21,400,000	95 YOUNGSTOWN	\$29,200,000
96 MODESTO	\$14,200,000	96 ROANOKE-LYNCHBURG	\$21,400,000	96 BAKERSFIELD	\$29,000,000
97 NEW HAVEN	\$14,200,000	97 BAKERSFIELD	\$20,900,000	97 MOBILE	\$28,500,000
98 YORK	\$14,200,000	98 SPOKANE	\$20,900,000	98 SPOKANE	\$28,500,000
99 SPRINGFIELD, MO	\$14,100,000	99 YORK	\$20,700,000	99 ATLANTIC CITY/CAPE MAY	\$28,300,000
100 SAGINAW-BAY CITY-MIDLAND	\$14,000,000	100 MOBILE	\$20,500,000	100 LANSING	\$28,300,000
101 SPOKANE	\$13,700,000	101 FAYETTEVILLE, NC	\$20,200,000	101 YORK	\$28,000,000
102 MONTEREY-SALINAS-SANTA CRUZ	\$13,600,000	102 PORTLAND, ME	\$20,200,000	102 PORTLAND, ME	\$27,100,000
103 EVANSVILLE	\$13,500,000	103 SPRINGFIELD, MO	\$20,000,000	103 FAYETTEVILLE, NC	\$26,900,000
104 MOBILE	\$13,500,000	104 ATLANTIC CITY/CAPE MAY	\$19,800,000	104 SPRINGFIELD, MO	\$26,900,000
105 ATLANTIC CITY/CAPE MAY	\$13,400,000	105 EVANSVILLE	\$19,100,000	105 EVANSVILLE	\$25,800,000
106 BOISE	\$13,000,000	106 NEW HAVEN	\$18,700,000	106 LAFAYETTE, LA	\$24,800,000
107 RENO	\$12,900,000	107 SAGINAW-BAY CITY-MIDLAND	\$18,200,000	107 SAVANNAH	\$24,700,000
108 ANCHORAGE	\$12,700,000	108 SAVANNAH	\$18,100,000	108 NEW HAVEN	\$24,500,000
109 SAVANNAH	\$12,600,000	109 SPRINGFIELD, MA	\$18,100,000	109 SAGINAW-BAY CITY-MIDLAND	\$23,500,000
110 HUNTSVILLE	\$12,300,000	110 HUNTSVILLE	\$17,500,000	110 APPLETON-OSHKOSH	\$23,400,000
111 WORCESTER	\$12,100,000	111 LAFAYETTE, LA	\$17,300,000	111 HUNTSVILLE	\$23,400,000
112 FLINT	\$11,900,000	112 APPLETON-OSHKOSH	\$17,100,000	112 JOHNSON CITY-KINGSPORT-BRISTOL	\$23,000,000
113 JOHNSON CITY-KINGSPORT-BRISTOL	\$11,900,000	113 SOUTH BEND	\$17,100,000	113 SOUTH BEND	\$22,900,000
114 LAFAYETTE, LA	\$11,900,000	114 JOHNSON CITY-KINGSPORT-BRISTOL	\$17,000,000	114 SPRINGFIELD, MA	\$22,800,000
115 DAVENPORT-ROCK ISLAND-MOLINE	\$11,700,000	115 PORTSMOUTH-DOVER-ROCHESTER	\$16,800,000	115 AUGUSTA, GA	\$22,700,000
116 PEORIA	\$11,700,000	116 ANCHORAGE	\$16,700,000	116 PORTSMOUTH-DOVER-ROCHESTER	\$22,400,000
117 SOUTH BEND	\$11,700,000	117 PEORIA	\$16,700,000	117 SHREVEPORT	\$22,200,000
118 SHREVEPORT	\$11,400,000	118 AUGUSTA, GA	\$16,600,000	118 PEORIA	\$22,000,000
119 APPLETON-OSHKOSH	\$11,300,000	119 FLINT	\$16,200,000	119 MONTGOMERY	\$21,900,000
120 FAYETTEVILLE, NC	\$11,300,000	120 MONTGOMERY	\$16,000,000	120 DAVENPORT-ROCK ISLAND-MOLINE	\$21,700,000
121 AUGUSTA, GA	\$11,200,000	121 SHREVEPORT	\$16,000,000	121 ANCHORAGE	\$21,400,000
122 MONTGOMERY	\$11,200,000	122 DAVENPORT-ROCK ISLAND-MOLINE	\$15,900,000	122 CEDAR RAPIDS	\$21,300,000
123 CAPE COD, MA	\$10,500,000	123 CEDAR RAPIDS	\$15,800,000	123 FLINT	\$20,900,000
124 CEDAR RAPIDS	\$10,500,000	124 GREEN BAY	\$15,200,000	124 GREEN BAY	\$20,900,000
125 GAINESVILLE-OCALA, FL	\$10,500,000	125 WORCESTER	\$15,200,000	125 GAINESVILLE-OCALA, FL	\$20,000,000
126 LINCOLN	\$10,300,000	126 CAPE COD, MA	\$14,900,000	126 WORCESTER	\$20,000,000
127 SALISBURY-OCEAN CITY	\$10,300,000	127 GAINESVILLE-OCALA, FL	\$14,700,000	127 CAPE COD, MA	\$19,700,000
128 GREEN BAY	\$10,000,000	128 ROCKFORD	\$14,700,000	128 TALLAHASSEE	\$19,700,000
129 TALLAHASSEE	\$10,000,000	129 LINCOLN	\$14,600,000	129 LINCOLN	\$19,300,000
130 EUGENE	\$9,900,000	130 BEAUMONT-PORT ARTHUR	\$14,500,000	130 ROCKFORD	\$19,300,000
131 MACON	\$9,900,000	131 TALLAHASSEE	\$14,500,000	131 BEAUMONT-PORT ARTHUR	\$19,100,000
132 CHARLESTON, WV	\$9,500,000	132 CORPUS CHRISTI	\$14,200,000	132 MANCHESTER	\$18,900,000
133 CANTON	\$9,400,000	133 SALISBURY-OCEAN CITY	\$14,100,000	133 SALISBURY-OCEAN CITY	\$18,900,000
134 CORPUS CHRISTI	\$9,400,000	134 MANCHESTER	\$14,000,000	134 CHARLESTON, WV	\$18,400,000
135 BEAUMONT-PORT ARTHUR	\$9,200,000	135 CHARLESTON, WV	\$13,900,000	135 SANTA ROSA	\$18,300,000
136 PORTSMOUTH-DOVER-ROCHESTER	\$9,200,000	136 CANTON	\$13,600,000	136 CORPUS CHRISTI	\$18,000,000
137 SPRINGFIELD, IL	\$9,200,000	137 FARGO	\$13,600,000	137 CANTON	\$17,900,000
138 FARGO	\$9,000,000	138 OXNARD-VENTURA	\$13,500,000	138 FARGO	\$17,900,000
139 OXNARD-VENTURA	\$8,900,000	139 SANTA ROSA	\$13,400,000	139 OXNARD-VENTURA	\$17,800,000
140 MANCHESTER	\$8,800,000	140 KALAMAZOO	\$13,100,000	140 WILMINGTON, NC	\$17,600,000
141 LANCASTER	\$8,700,000	141 MACON	\$13,000,000	141 KALAMAZOO	\$17,500,000
142 KALAMAZOO	\$8,600,000	142 LANCASTER	\$12,900,000	142 MACON	\$17,400,000
143 ROCKFORD	\$8,600,000	143 LUBBOCK	\$12,700,000	143 LUBBOCK	\$17,000,000
144 COLUMBUS, GA	\$8,500,000	144 SPRINGFIELD, IL	\$12,600,000	144 PENSACOLA	\$17,000,000
145 STOCKTON	\$8,200,000	145 WILMINGTON, NC	\$12,600,000	145 COLUMBUS, GA	\$16,900,000
146 SANTA ROSA	\$8,100,000	146 PENSACOLA	\$12,500,000	146 LANCASTER	\$16,800,000
147 UTICA-ROME	\$8,000,000	147 EUGENE	\$12,300,000	147 SANTA BARBARA, CA	\$16,700,000
148 BINGHAMTON	\$7,900,000	148 SANTA BARBARA, CA	\$12,300,000	148 SPRINGFIELD, IL	\$16,600,000
149 LUBBOCK	\$7,900,000	149 COLUMBUS, GA	\$11,800,000	149 EUGENE	\$16,500,000
150 BURLINGTON, VT	\$7,800,000	150 STOCKTON	\$11,000,000	150 ASHEVILLE	\$14,300,000
151 SANTA BARBARA, CA	\$7,800,000	151 UTICA-ROME	\$11,000,000	151 BURLINGTON, VT	\$14,300,000
152 HUNTINGTON, WV	\$7,500,000	152 BURLINGTON, VT	\$10,700,000	152 UTICA-ROME	\$14,200,000

Market Rank by Revenue for Individual Years

Market	1995	Market	2000	Market	2005
153 SIOUX FALLS	\$7,400,000	153 ODESSA-MIDLAND, TX	\$10,700,000	153 STOCKTON	\$14,100,000
154 ERIE	\$7,300,000	154 BINGHAMTON	\$10,500,000	154 ERIE	\$13,900,000
155 ODESSA-MIDLAND, TX	\$7,300,000	155 ERIE	\$10,400,000	155 BINGHAMTON	\$13,800,000
156 WACO	\$7,100,000	156 ASHEVILLE	\$10,300,000	156 ODESSA-MIDLAND, TX	\$13,800,000
157 TOPEKA	\$6,700,000	157 HUNTINGTON, WV	\$10,300,000	157 HUNTINGTON, WV	\$13,600,000
158 AMARILLO	\$6,600,000	158 SIOUX FALLS	\$10,000,000	158 SIOUX FALLS	\$13,000,000
159 PANAMA CITY, FL	\$6,600,000	159 TOPEKA	\$9,900,000	159 TOPEKA	\$13,000,000
160 ASHEVILLE	\$6,500,000	160 AMARILLO	\$9,600,000	160 PANAMA CITY, FL	\$12,600,000
161 WILMINGTON, NC	\$6,300,000	161 PANAMA CITY, FL	\$9,500,000	161 AMARILLO	\$12,500,000
162 WHEELING	\$6,100,000	162 WACO	\$9,500,000	162 BLOOMINGTON, IL	\$12,200,000
163 BLOOMINGTON, IL	\$6,000,000	163 BLOOMINGTON, IL	\$9,100,000	163 WACO	\$12,200,000
164 JOHNSTOWN, PA	\$5,700,000	164 LAFAYETTE, IN	\$8,700,000	164 LAFAYETTE, IN	\$11,600,000
165 BILLINGS	\$5,500,000	165 WHEELING	\$8,400,000	165 WHEELING	\$10,700,000
166 CHARLOTTESVILLE, VA	\$5,500,000	166 CHARLOTTESVILLE, VA	\$7,900,000	166 CHARLOTTESVILLE, VA	\$10,600,000
167 DULUTH	\$5,400,000	167 DULUTH	\$7,700,000	167 BILLINGS	\$10,300,000
168 LAFAYETTE, IN	\$5,400,000	168 WATERLOO-CEDAR FALLS	\$7,700,000	168 DULUTH	\$10,200,000
169 WATERLOO-CEDAR FALLS	\$5,200,000	169 BILLINGS	\$7,600,000	169 WATERLOO-CEDAR FALLS	\$10,000,000
170 ALTOONA	\$4,900,000	170 JOHNSTOWN, PA	\$7,500,000	170 JOHNSTOWN, PA	\$9,900,000
171 TERRE HAUTE	\$4,900,000	171 ALTOONA	\$6,800,000	171 ALTOONA	\$9,000,000
172 BISMARCK, ND	\$4,300,000	172 TERRE HAUTE	\$6,800,000	172 TERRE HAUTE	\$8,900,000
173 PENSACOLA	\$0	173 BISMARCK, ND	\$6,500,000	173 BISMARCK, ND	\$8,600,000

Explanations and Comments

IMPORTANT

Please read this section carefully and refer to it often as you use this book.

This section will help you get the most from every table in this report.

ALL REVENUE FIGURES ARE IN GROSS DOLLARS.

Ranks/Key Revenue Statistics (1)

- 2000 ARB Rank** This market's rank among the 286 markets currently surveyed by Arbitron.
- 2000 MSA Rank** This market's rank among to 300+ Metropolitan Statistical Areas designated by the U.S. Census Bureau. The Arbitron metro rank and government-recognized MSA rank often differ, because the Arbitron metro areas and Census Bureau MSAs are comprised of different geographic areas (different counties or portions of counties).
- 2000 DMA Rank** refers to Nielsen's TV market designation. As with MSA, DMA geography usually differs from Arbitron metros, due to differences between the geographic coverage of a market's TV signals and its radio signals. Also, many DMAs are "hyphenated," or include more than one city. Thus, Nielsen TV DMA designations do not always match Arbitron radio metro designations. When this occurs, we refer the reader to the major city in the DMA.
- 2000 Revenue Rank** is this market's rank among the 173 markets that are covered in this report.
- 2000 Revenue** is our estimate of the market's total market revenue for the year 2000. This figure appears in historic context in the REVENUE HISTORY AND PROJECTIONS table (detailed below).
- Estimated Revenue per Share Point** is the market's total revenue divided by the number of available commercial share points. "Available shares" is determined by subtracting total "lost" shares from 100. "Lost" listening is the total of the "below-the-line" shares (usually to out-of-market signals) and "unlisted" shares (usually to non-commercial stations, which are not listed in standard Arbitron reports).
- Population Per Station** is the market's 12+ population divided by the number of stations which appear "above-the-line" in the Spring, 2000 Arbitron report.
- Manager's Market Ratings** The first figure shows station managers' current rating of their markets on a five-point scale; the second is their rating of how they feel the market will be performing five years from now. The results were generated from Duncan's annual financial questionnaire sent to general managers and sales managers. One of the questions was "On the scale below, how

would you rate your market?" Awful 1, Average 2-3, Super 4-5

The managers were asked to circle the number on the scale approximating their opinion of the market. The responses reflect the average ratings. A rating of 2.5 to 3.5 is basically a neutral response. Our experience is that generally the managers tend to overrate their own market slightly.

- New: Five-year revenue gain %.** An interesting new Duncan statistic, showing the market's cumulative revenue increase during the years 1996-2000 – and

reflecting each market's overall revenue gain in radio's greatest expansion period. Revenues in eight markets have more than doubled during these five years. Many other markets saw gains of over 50% during the period.

Revenue History and Projections (2)

This table presents our most important data for each market. It shows the revenue history, last year's revenue total and a five-year revenue projection. Each

Detroit												
2000 ARB Rank	7	2000 Revenue	\$272,500,000	Manager's Market Ranking (current)	3.0							
2000 MSA Rank	6	Rev per Share Point	\$3,135,788	Manager's Market Ranking (future)	3.4							
2000 DMA Rank	9	Population per Station	127,553									
2000 Rev Rank	11 of 173	2000 Revenue Change	14.9%	Five-year revenue gain % (95-00)	62.4							
Revenue History and Projections												
	Radio Revenue History					Radio Revenue Projections						
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05	
Duncan Revenue Est:	167.8	180.0	203.4	217.6	237.2	272.5						
Yearly Growth Rate (95-00): 6.4% assigned							286.1	306.1	327.5	353.8	382.1	
Projected Revenue Estimates												
Revenue per Capita	34.60	37.04	41.68	44.59	47.06	53.96						
Yearly Growth Rate (95-00): 6.2% assigned							56.51	60.30	64.35	69.37	74.73	
Projected Revenue per Capita							299.5	320.5	342.9	370.4	400.1	
Resulting Revenue Estimate							249.2	262.8	276.4	290.0	303.6	
Revenue as % of Retail Sales	0.0029	0.0030	0.0033	0.0034	0.0035	0.0038	278.3	296.5	315.6	338.1	361.9	
Mean % (95-00) 0.0033												
Resulting Revenue Estimate												
MEAN REVENUE ESTIMATE												
Population and Demographic Estimates												
	Historic					Projections						
	95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05	
Total Population (millions)	4,850	4,860	4,880	4,880	5,040	5,050	5,063	5,076	5,089	5,100	5,113	
Retail Sales (billions)	58.00	59.40	62.20	63.70	67.00	71.40	75.52	79.64	83.76	87.88	92.00	
Market Profile												
Below-the-Line Listening Shares	0.7	Highest Billing Radio Entities (includes duopolies and combos)										
Unlisted Station Listening	12.4	1 CBS/Infinity WWJ AM, WQMC FM, WVVN FM, WYCD FM, WXYT AM										
Total Lost Listening	13.1	2 WKRK FM										
Available Share Points	86.9	3 Clear Channel Communications WNIC FM, WJLB FM, WKQI FM,										
Number of Viable Stations	23.0	4 WMXD FM, WLLC FM, WDFN AM, WYUR AM										
Average Share Points per Viable Station	3.8	5 Greater Media, Inc. WRIF FM, WCSX FM, WGRV FM										
Rev per Available Share Point	\$3,135,788	6 ABC Inc. WJRM AM, WDRQ FM, WPLT FM										
Estimated Rev for Mean Station	\$11,915,994	7 Radio One WDTJ FM, WDMK FM, WCHB AM										
Average HH Income	\$51,848	8 WGPR, Inc. WGPR FM										
Average Age	36.0	9 Queen's Broadcasting Corp. WQBH AM										
Average Education	12.2											
Average Home Value	\$68,300											
Population Change (1999-2004)	1.2											
Retail Sales Change (1999-2004)	31.2											
Cable Penetration	69.1											
Number of Class B or C FMs	17											
Confidence Levels												
2000 Revenue Estimates	69.1											
2001-to-2005 Revenue Estimates	69.1											
Comments: Market reports revenue to Hungerford. Canadian stations plus WGPR-F, WCHB and WQBH do not participate												
Media Revenue Estimates												
	Revenue	%	Retail Sales	% of								
Radio	\$272,500,000	23.6	0.0038									
Television	\$439,000,000	38.1	0.0061									
Newspaper	\$357,000,000	31.0	0.0050									
Outdoor	\$63,000,000	5.5	0.0009									
Cable TV	\$21,500,000	1.9	0.0003									
Media Totals	\$1,153,000,000		0.0161									
NOTE: Canadian stations take about \$4 million out of the Detroit market												
Note: Use Newspaper and Outdoor estimates with caution.												
Highest Billing Radio Entities												
1 CBS/Infinity WWJ AM, WQMC FM, WVVN FM, WYCD FM, WXYT AM												
2 WKRK FM												
3 Clear Channel Communications WNIC FM, WJLB FM, WKQI FM,												
4 WMXD FM, WLLC FM, WDFN AM, WYUR AM												
5 Greater Media, Inc. WRIF FM, WCSX FM, WGRV FM												
6 ABC Inc. WJRM AM, WDRQ FM, WPLT FM												
7 Radio One WDTJ FM, WDMK FM, WCHB AM												
8 WGPR, Inc. WGPR FM												
9 Queen's Broadcasting Corp. WQBH AM												
Highest Billing Stations												
Calls	Format	Revenue	Pct.	Radio Revenue Breakdowns								
1	WNIC FM AC	\$34,600,000	11.5	Local	70.8	\$190,137,000	(+13)					
2	WWJ AM N/T	\$24,980,000	9.2	National	29.2	\$78,504,000	(+16)					
3	WQMC FM O	\$24,300,000	8.9	Note Trade equals 2.3% of local	In 1999 it was 2.7%							
4	WJR AM F/S/T	\$22,400,000	8.2									
5	WRIF FM AOR	\$20,680,000	7.6									
6	WJLB FM B	\$20,000,000	7.3									
7	WCSX FM CL AOR	\$15,040,000	5.5									
8	WVMV FM J	\$13,000,000	4.8									
9	WYCD FM C	\$12,600,000	4.6									
10	WXYT AM T	\$12,200,000	4.5									
11	WDRQ FM CHR	\$10,750,000	3.9									
12	WKQI FM CHR	\$10,630,000	3.9									
13	WMXD FM B/C	\$10,200,000	3.7									
14	WDTJ FM B	\$8,325,000	3.1									
15	WPLT FM CHR-NR	\$6,950,000	2.6									
16	WKRK FM T	\$6,300,000	2.3									
17	WGRV FM B/O	\$5,900,000	2.2									
18	WLLC FM CL HITS	\$5,740,000	2.1									
19	WDFN AM SPRTS	\$5,500,000	2.0									
20	WGPR FM B/C	\$2,200,000	0.8									
21	WQBH AM G	\$1,500,000	0.6									
22	WDMK FM B/C	\$1,340,000	0.5									
23	WCHB AM B/G	\$775,000	0.3									

year's *Market Guide* covers the last full year (figures for the year 2000 are presented in this, the 2001 edition), the previous five years, and also include five year forward projections.

For these same periods, market revenue totals are also presented as revenue-per-capita and revenue as a per-cent of retail sales.

Duncan's Radio Revenue Estimates

Jim Duncan has been surveying radio industry revenues and publishing his revenue estimates annually since 1985. He was the first to take up the mantle when the Fowler FCC discontinued the Commission's annual financial reports. Duncan went a step beyond the FCC. His pioneering revenue surveys presented a far-more-complete revenue picture than had ever been available from the FCC, thereby becoming an industry standard.

The estimates in this report were all generated by Jim Duncan, based on information from multiple sources. Much of the information is generated from our annual revenue and market survey. We are indebted to the many group heads and CFOs who have shared information. Much of our best information is thru access to individual market revenue reports produced by the accounting firms to which stations report revenues. When all else fails, Mr. Duncan makes an estimate on his own, relying on his knowledge of the markets and past performance trends.

Jim Duncan's notes on how each section was generated:

I begin by calculating a percentage showing each market's yearly revenue growth rate between 1995 and 2000. In many markets this is simply a matter of calculating a compound growth rate. In some markets I adjust the percentage according to my own feelings and intuitions. Such a change would severely affect future projections so I take the liberty of "flattening" the percentages a bit. In some other cases, I do not use each of the five years to calculate the percentage. They are so marked.

For the years 2001 through 2004 I use the yearly growth rate to project the market's revenue.

- **Revenue Per Capita** represents the radio revenue dollars per person in the market's metro. It is calculated by dividing the total population into revenue figures. The resulting figures are in dollars.
- The **Projected Revenue Per Capita** figure is multiplied by the assigned yearly growth rate to derive a total revenue estimate for each of the years 2001 through 2005. The population estimates are obviously very important to the accu-

racy. I use estimates supplied by "Sales and Marketing Management - Survey of Buying Power". Their population estimates are listed in the "Population and Demographic Estimates" section. The yearly per capita estimate is multiplied by the yearly population estimate.

Some radio observers believe that revenue as a % of retail sales is the most accurate way to project radio revenue.

The percentage is calculated by dividing total radio revenue by total retail sales. The results are based on my estimated radio revenue for each year and the retail sales for each year as reported in Sales and Market Management.

- **Mean % 1995-2000** was calculated by finding an average of the "Revenue as a percentage of retail sales for the years 1995 through 2000. The result is an estimate of radio revenue for those years. The retail sales figures are listed in the "Population and Demographic Estimates" section and they were also supplied by "Sales and Marketing Management - Survey of Buying Power". S&MM (a division of Claritas) is probably the most reliable "future" date provider available and I am fortunate to be able to use their data.
- **Mean Revenue Estimates** are probably the most important and useful figures in this section. This is simply a calculated average for the three revenue estimates which, as we have discussed, were calculated in three different ways. This tends to flatten out the figures a bit.

I believe this section provides the most complete and comprehensive revenue estimates available to the radio industry. The figures must be used with caution, however. They are largely based on past performance and as every mutual fund prospectus says - past performance does not necessarily guarantee future performance.

So how valuable and reliable are the projections? I feel they are most useful when they are used as a beginning point for further analysis. I suggest you take these figures and factor in your own knowledge of the individual markets and any other variables you have knowledge of.

I have the most confidence in the revenue projections when all three methods of calculation result in similar figures. However, in some markets, the estimates vary rather drastically.

Population and Demographic Estimates (3)

This table shows total population and retail sales for each year from 1995 through 2005. The figures for 1999 and 2003 are actual figures (or projections) as provided

by "Sales and Marketing Management". The figures for the other years are Duncan projections.

Market Profile (4)

This table presents several indices, which, taken together, should give the user a better understanding of each radio market.

- **Below-the-Line Listening** The percentage of listening which goes to stations which are *not* "home to the market." Arbitron allows stations to elect the market which they consider "home." Thus, a station's "home" market is not always the market in which it is licensed. Example: WAAF (FM) is licensed to Worcester, MA, but considers Boston its home market and appears under Boston. But generally, in most markets, below-the-line listening connotes listening to out-of-market stations.

While it is assumed that all stations which are "home" to a market will sell in that market, stations which are not "home" to a market may or may not sell there. This figure is presented as an aid in determining how much listening goes to the core local stations in a metro. The "home" stations generally account for the overwhelming majority of radio revenue in a market.

- **Unlisted Station Listening** The percent of all radio listening which goes to stations not listed in the rating books. "Unlisted" listening is primarily to non-commercial stations or to commercial stations with listening levels too low to meet Arbitron's minimum threshold for inclusion in its ratings reports.

Note: Though Arbitron surveys *all* radio listening, whether commercial or non-commercial, *it does not list non-commercial listening in its standard ratings reports.* Non-commercial listening estimates are not available to Duncan's, or to Arbitron's regular commercial station clients.

- **Total Lost Listening** The total of below-the-line and unlisted shares.
- **Available Share Points** The remaining shares; those which reflect "home" listening to the commercial stations in a market. *This figures varies greatly from market to market.* It is the crucial figure when calculating how much revenue is available per share point. Many broadcasters just divide total revenue figures by 100 and say that is close enough. The figures shown here are much more accurate.
- **Number of Viable Stations** The number of stations which, in our judgment, are active and viable competitors for advertising dollars in the market. The other stations are generally those with less than a 1.0 share or stations from small

towns far from the metro's principal city.

A "full viable" station has 1) a signal which covers all of the market, or a very significant part of it; 2) at least a significant ratings presence in the market and 3) revenue significant enough that, in our judgment, the station is a "player" in the commercial spot marketplace.

A "half viable" station is one which has a measurable presence in the market, but falls short of full viability based on signal, ratings or revenue.

Each signal was reviewed for geographic and population reach.

■ **Mean Share Points Per Station** The number of available share points divided by the number of viable stations.

■ **Revenue Per Available Share Point** The market's "Available Share Points" divided into the market's 2000 total revenue.

■ **Estimated Revenue for Mean Station** Derived by multiplying the "Revenue per Available Share Point" by the "Mean Share Points per Station".

The figures in the "Market Profile" section provide a good starting point for projecting an individual station's revenue and for estimating what an average station in the market bills. It tends to underestimate revenue for the top rated stations in the market.

Highest Billing Radio Entities (5)

This table shows 1) The owners who have stations in the market which are significant in the spot radio marketplace; 2) The stations they own; 3) The aggregate estimated revenue all of the stations held by that owner in the market, and 4) Each owner's percentage of the spot revenue pie.

This year's analysis covers ownership of more than 3,100 stations and more than 480 groups and individual owners.

Highest Billing Stations (6)

The highest-billing stations in the market, as estimated by Jim Duncan.

Jim Duncan's personal notes on the individual station revenue estimates:

This is a fascinating, albeit controversial listing. It shows what I believe to be the highest billing stations in each market and their 2000 revenue. Sources in some markets helped me to a degree — primarily in ranking the stations — but I accept full responsibility, credit, and blame for what is printed.

I used several formulas for estimating the revenue — all of which I consider proprietary. I will tell you that the formulas include revenue per share point potential, the station's format, and other variables. My goal is to be within 5% of actual.

Confidence Levels (7)

Confidence Levels indicate how confident I am about the revenue estimates and projections. There are only two main levels: Normal or Below Normal. In some cases, I qualified the "Below Normal" with a "Slightly" or "Much."

Media Revenue Estimates (8)

Media Revenue Estimates shows the estimated revenue for each of four major advertising vehicles. The figures are in gross dollars. My confidence levels for radio revenue are high, medium for television, and low for newspaper and outdoor. Newspaper estimates include retail space, inserts and what I call "Retail Classified". Retail Classified would be auto advertising and real estate. I would not include personals, yard and garage sales, and other lineage which would be placed by an individual

rather than a business. Newspaper sales do not include the revenue derived from the sale of the paper to subscribers and newsstand sales.

As I said, I have a low confidence level with the newspaper and outdoor advertising estimates. In general, I took a national percentage of retail sales for each medium and applied it to each individual market. Local radio managers and owners were asked for their estimates. Some of them were helpful, but most broadcasters really don't have any idea what the newspaper bills. My hope is that people will read these pages and make suggestions about how I can improve the estimates.

The "%" figure is a particular medium's share of the total estimated dollars for all five media. The "% of Retail Sales" shows a medium's revenue as expressed as a percentage of total 2000 retail sales. Radio's sales are the equivalent of \$4.40

9 Detroit

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Automobile	General Motors	3	CMS Energy	Anacon
Machinery	Ford Motor	4	Comerica	Computer Consultants of America
Steel	Kmart	36	Delphi Automotive Systems	Engineering Solid Solutions
Machine Tools	Lear	140	DTE Energy	HTC Global Services
Chemicals	CMS Energy	211	Federal-Mogul	Image Process Design
Gas Transmission and Distribution	Masco	255	Ford	MSX International
	Federal-Mogul	298	General Motors	Oldford Automotive
	DTE Energy	318	Kmart	Plastopak Packaging
	Wentworth Automotive	340	Lear	Shanwood Food Distributors
	Kelly Services	381	Masco	Simplified Employment Services
	Pulte	402	Visteon	Soave Enterprises
	Comerica	411		Venture Industries
				Walbridge, Aldinger

10 Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education	Viable Stations	
White	74.9	<\$20	22 12-to-24	20.5	
Black	22.6	\$20-\$49.9	30.8	25-to-54	54.2
Amer Indian	0.4	\$50-\$99.9	32.8	55-plus	25.3
Asian/Pac Isl	2.1	\$100+	14.3		
Hispanic *	2.5				

11 Viable Stations

Station	City	Station	City
CKMX-FM	CKWJ-AM	WCSX-FM	WDFN-AM
WDWK-FM	WDRQ-FM	WDTJ-FM	WGPR-FM
WGRV-FM	WJLB-FM	WJR-AM	WKCI-FM
WKRK-FM	WLCC-FM	WIXD-FM	WNIC-FM
WOMC-FM	WPLT-FM	WQBH-AM	WRIF-FM
WWMV-FM	WVJ-AM	WXYT-AM	WYCD-FM

12 Competitive Media

Major Over the Air Television Calls

City of Lic.	Chan.	Net	Owner	LMA/JSA
WJBL	Detroit	2	FOX	Fox
WDIV	Detroit	4	NBC	Post-Newsweek
WXYZ-TV	Detroit	7	ABC	Scrpps Howard
WDWB	Detroit	20	WB	Granite
WPXD	Ann Arbor	31	PAX	Paxson
WADL	Mt Clemens	38	IND	Adell
WKBD	Detroit	50	UPN	CBS
WTVS	Detroit	56	PBS	Detroit ETV
WWJ-TV	Detroit	62	CBS	CBS

13 Colleges and Universities

College/University	(# of Students)
Wayne State U	29,392
Henry Ford CC	8,593
U of Michigan Dearborn	7,682
Schoolcraft Coll	6,873
Detroit C of Business	6,303
U of Detroit Mercy	6,222
Oakland CC	4,665
(and more)	
Total Students (FT & PT)	91,473

Best Golf Courses

CC of Detroit, Oakland Hills, Detroit GC, Indianwood, TPC of Michigan

Weather Data

Station	JAN	JUL	TOTAL YR
Elevation			619
Annual Precipitation	31.7	63.4	31.5 in
Annual Snowfall	19.2	83.1	31.7 in
Average Windspeed	25.5	73.3	10.2 (SW)

Employment Breakdowns

By Industry	By Occupation	Unemployment
1. Manufac. Durables	Admin. Support/Cleancal	347,031 16.83% Jul 90 8.2%
2. Retail Trade	Professional	293,700 14.24% Jul 91 8.9%
3. Health Svcs	Exec. Admin & Managerial	253,629 12.30% Jul 92 10.4%
4. Educational Svcs	Exec. Prod. / Craft/Repair	248,167 12.03% Jul 93 8.3%
5. Fin. Ins. & Real Estate	Sales	245,143 11.89% Jul 94 6.8%
6. Other Prof. Svcs	Svc. Exclud. Protective & HH	220,446 10.69% All of 1996 5.1%
7. Business & Repair Svcs	Machine Opns. Fab., Assemb. & Inspct	173,026 8.39% All of 1996 4.3%
8. Construction	Technicians & Support	80,224 3.89% All of 1997 3.9%
9. Wholesale Trade	Transportation & Moving	73,813 3.58% All of 1998 3.6%
10. Manufac. Non-Durables	Handlers, Cleaners, Help., Laborers	70,744 3.43% All of 1999 3.5%
Total Metro Employees		2,062,507
Top 10 Total Employees		1,788,994 85.77%

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per \$1,000 of retail sales. TV and newspaper are \$12.90 and \$14.50 per thousand, respectively. Total advertising on the four media is over \$30.00 per thousand dollars of retail sales. These percentages are higher than normal (except for radio and outdoor which are close to normal).

Commerce and Industry (9)

These listings show which companies are headquartered in each market. The Forbes 500 and Fortune 500 companies show the major corporations. The INC 500 is a listing of the fastest growing small, privately-owned companies. The rank of each Fortune 500 company is shown. Most companies in the Fortune 500 would also be listed in the Forbes 500.

Socio-Economic Breakdowns (10)

- **Average Household Income** as of 2000 and provided by Claritas.
- **Average Age** as of 2000 and provided by Claritas.
- **Average Education** as of 2000 and provided by Claritas.
- **Average Home Value** as of 2000 and provided by Claritas.
- **Population change 99-04** Gross change in total population based on S&MM projections.
- **Retail Sales Change 99-04** Gross change in retail sales based on S&MM projections.

Number of B or C FM Stations

Self explanatory, except stations must be viable and have competitive signals over the market. All figures are based on Duncan analysis.

Viable Stations (11)

See the explanation of the "viable station" concept under the "Market Profile" explanations above. Please note that this is not always an even number.

Competitive Media (12)

- **Over The Air Television** Full-power TV stations in the DMA. Low-power stations are listed only when affiliated with a major network.
- **Daily Newspapers** The circulation and ownership information were provided through the courtesy of Editor & Publisher.

Colleges and Universities (13)

The major colleges and universities in each market are listed along with the number of students enrolled as of 2000. Source: The College Board.

Employment Breakdown (14)

This data is also provided by Claritas. The column on the left shows employment by one of 17 industry/SIC categories. The top 10 categories are listed. The column on the right shows employment by job description or occupation; again, for 10 of the 17 categories.

- **Unemployment** This figure was researched through several government sources. For some markets, no data is available.

Major Radio Station Sales (15)

Station sales, with prices listed where available. Individual station prices in some large group deals are estimates by Jim Duncan.

Radio Programming Formats

- **Please turn to page 22 to see our list of format code abbreviations.**

15 Major Radio Station Sales					Detroit	
Year	Calls	From	To	Price	(E)	
1993	WLQV	Sold by Michael Gintner		\$2,800,000		
1993	WRIF-F	Great American	Greater Media	\$11,500,000		
1993	WMTG, WNIC-F	Fairmont	Bdcstg Partners	\$39,000,000		
1994	WXYT	Fritz	Infinity	\$23,000,000		
1994	WMXD-F	Fritz	Secret	\$13,000,000		
1995	WDOZ, WNIC-F	Bdcst. Prtns	Evergreen	\$37,000,000		
1995	WKQI-F	Bdcst. Prtns	Evergreen	\$44,000,000		
1995	WDFN, WWWW-F	Shamrock	Chancellor	\$18,000,000		
1995	WJR, WHYT-F	Cap Cities/ABC	Disney/ABC	\$71,000,000		
1995	WWJ, WYST-F	CBS	Westinghouse	\$50,000,000		
1995	WYCD-F	Alliance	Infinity	\$56,000,000		
1995	WQRS-F	Marlin	Amer. Radio Sys.	\$21,000,000	Cancelled	
1996	WDFN, WWWW-F	Chancellor	Evergreen	\$30,000,000		
1996	WCAR	Wolpin	Children's Bdcstg	\$1,500,000		
1996	WQRS-F	Re-sold by Martin	Amer. Radio Sys.	\$18,500,000		
1996	WDRZ-F	Ragan Harry	SynCom	\$27,000,000		
1996	WQRS-F	Amer. Radio Sys	Secret	\$98,000,000		
1996	WOMC-F	Infinity	Westinghouse	\$20,000,000		
1996	WXYT	Infinity	Westinghouse	\$89,000,000		
1996	WYCD-F	Infinity	Westinghouse	\$168,000,000		
1996	WJLB-F, WMXD-F	Secret	Westinghouse	\$32,000,000		
1996	WQRS-F	Secret	Westinghouse	\$32,000,000		
1996	WQRS-F	Traded by Evergreen	Greater Media	WWRC in Washington + \$9.5 mil		
1997	Evergreen stations merged into Chancellor					
1997	WQBH			\$2,900,000		
1997	WEXL (1340 Royal Oak)		Crawford	\$3,500,000		
1997	WDRQ-F	Viacom	Chancellor	\$42,000,000		
1997	WDRQ-F	Chancellor	ABC/Disney	\$45,000,000		
1997	WLLZ (560 Monroe)	Greater Media	Crawford	\$3,150,000		
1997	WCHB-AF	Bell	Radio One	\$33,500,000		
1998	WQBH (Control)			\$2,000,000		
1998	WCAR (1090)	Children's		\$27,000,000		
1998	WWBR-F	Syncom	Radio One	\$27,000,000		
3/10/00	WHLA AM	Wisner Broadcasting	Liggett	Port Huron With WSAQ-F: \$3,200,000		
3/10/00	WSAQ FM	Wisner Broadcasting	Liggett	Port Huron With WHLS: \$3,200,000		
3/21/00	WPHM AM	Hanson Communications	Liggett	With WHYT, WBTI-F: \$2,240,000		
3/21/00	WHYT AM	Hanson Communications	Liggett	With WBTI-F, WPHM: \$2,240,000		
3/21/00	WBTI FM	Hanson Communications	Liggett	With WHYT, WPHM: \$2,240,000		

Radio Programming Formats

Format codes used in this edition of Duncan's Radio Market Guide

AC	Adult Contemporary
AC-NR	Modern AC
AOR	Album Oriented Rock
AOR-NR	New Rock
AOR-P	Progressive AOR
B	Black (audience 75% Black)
B/AC	Black Adult Contemporary
B/G	Black Gospel
B/O	Black Oldies
BIZ	Business News and Talk
C	Country
C/O	Classic Country
CHR	Contemporary Hit Radio (Top 40)
CL	Classical
CL AOR	Classic AOR, Classic Rock
CL HITS	Classic Hits, 70s Oldies
E	Ethnic (usually foreign language)
EZ	EZ Listening, Beautiful Music
FS	Full Service
G	Gospel
J	Jazz and New Adult Contemp.
KIDS	Children's
N	News
N/T	News/Talk
O	Oldies
REL	Religion, Christian
REL-CC	Contemporary Christian
SAC	Soft Adult Contemporary
SP	Hispanic/Spanish
SP-C	Hispanic Contemporary
SP-NT	Hispanic News/Talk
SP-R	Hispanic Regional
SP-TP	Hispanic Tropical
SP-VA	Hispanic Variety
SP-TJ	Hispanic Tejano
SPRTS	Sports
ST	Standards, Big Band, Nostalgia
T	Talk
U	Urban (majority of audience is non-white)
VA	Variety
?	Others or unknown

Many formats represent a melding of two format categories, and exhibit many on-air characteristics and split audience composition characteristics of both formats. In such cases, both symbols are used, separated by a slash mark. These would include such hybrids as "CHR/U," representing a CHR station leaning Urban, or FS/T, representing a Full Service station with substantial Talk segments.

Individual Market Reports

2000 ARB Rank:	68	2000 Revenue:	\$23,100,000	Manager's Market Ranking (current):	2.9
2000 MSA Rank:	77	Rev per Share Point:	\$772,575	Manager's Market Ranking (future) :	2.7
2000 DMA Rank:	15 (Cleveland, OH)	Population per Station:	96,367		
2000 Rev Rank:	85 of 173	2000 Revenue Change:	9.5%	Five-year revenue gain % (95-00):	55.0

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	14.9	17.0	17.9	19.5	21.1	23.1					
Yearly Growth Rate (95-00):5.7% assigned											
Projected Revenue Estimates:							24.0	25.2	26.8	28.9	30.3
Revenue per Capita:	21.85	24.85	26.13	28.22	30.49	33.33					
Yearly Growth Rate (95-00): 4.7% assigned											
Projected Revenue per Capita:							34.53	36.16	38.34	41.35	43.22
Resulting Revenue Estimate:							25.1	26.28.1	30.3	31.7	
Revenue as % of Retail Sales:	0.0023	0.0024	0.0024	0.0025	0.0025	0.0026					
Mean % (95-00) 0.0025											
Resulting Revenue Estimate:							23.2	24.3	25.5	26.6	27.8
MEAN REVENUE ESTIMATE:							24.1	25.3	26.8	28.6	29.9

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.682	0.684	0.685	0.691	0.692	0.693	0.695	0.697	0.699	0.699	0.701
Retail Sales (billions):	6.50	7.00	7.40	7.80	8.40	8.80	9.26	9.72	10.18	10.64	11.10

Market Profile

Below-the-Line Listening Shares:	53.6
Unlisted Station Listening:	16.5
Total Lost Listening:	70.1
Available Share Points:	29.9
Number of Viable Stations:	6.0
Average Share Points per Viable Station:	5.0
Rev. per Available Share Point:	\$772,575
Estimated Rev. for Mean Station:	\$3,862,875
Average HH Income:	\$47,797
Average Age:	35.7
Average Education:	12.5
Average Home Value:	\$63,600
Population Change (1999-2004):	1.0
Retail Sales Change (1999-2004):	26.7
Cable Penetration:	N/A
Number of Class B or C FMs:	3

Confidence Levels

2000 Revenue Estimates:	Slightly below normal
2001-to-2005 Revenue Estimates:	

Comments: Market does not report revenue. Managers expect 4% to 6% revenue increase in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$23,100,000	16.7	0.0026
Television	\$46,100,000	33.4	0.0052
Newspaper	\$59,000,000	42.7	0.0067
Outdoor	\$6,600,000	4.8	0.0008
Cable TV	\$3,300,000	2.4	0.0004
Media Totals:	\$138,100,000		0.0157

Note: Use Newspaper and Outdoor estimates with caution. Split DMA with Cleveland and Canton. TV revenue is estimate of Akron's share. Total TV revenue for DMA is estimated to be \$285,500,000.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Rubber City Radio Group: WAKR AM, WONE FM, WQMX FM	\$12,000,000	51.9
2 Clear Channel: WKDD FM, WTOU AM	\$6,560,000	28.4
3 Media-Com, Inc.: WJMP AM, WNIR FM	\$3,600,000	15.6
4 Salem: WHLO AM	\$450,000	1.9

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WKDD FM	CHR/AC	\$6,100,000	26.4
2 WQMX FM	C	\$5,400,000	23.4
3 WONE FM	AOR	\$4,300,000	18.6
4 WNIR FM	T	\$3,600,000	15.6
5 WAKR AM	T/FS	\$2,300,000	10.0
6 WTOU AM	SPRTS	\$460,000	2.0
7 WHLO AM	REL	\$450,000	1.9

Akron

Commerce and Industry

Important Businesses and Industries

Rubber
Chemicals
Plastics
Trucking
Boilers
Auto Stampings
Aircraft Equipment

Fortune 500 Companies

Goodyear Tire & Rubber 136
FirstEnergy 266
B.F. Goodrich 322

Forbes 500 Companies

FirstEnergy
Goodyear Tire & Rubber

Forbes Largest Private Companies

Carter Jones Cos
Great Lakes Cheese
Republic Technologies Intl

INC 500 Companies

North American Precast

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	87.1	<\$20: 22.4	12-to-24 21.4
Black:	11.4	\$20-\$49.9: 35.9	25-to-54 51.9
Amer. Indian:	0.2	\$50-\$99.9: 30.9	55-plus 26.8
Asian/Pac. Isl.:	1.3	\$100+: 10.8	Non High School Grad: 20.9
Hispanic: *	0.8		High School Grad: 35.1
			College 1-3 years: 24.2
			College 4+ years: 19.8

Viable Stations

WAKR-AM	WHLO-AM	WKDD-FM	WNIR-FM
WONE-FM	WQMX-FM	WTOU-AM	

Colleges and Universities

(# of Students)

Kent State U.	20,359
U. of Akron	19,426
Total Students (FT & PT)	39,785

Competitive Media

Major Over the Air Television Calls

City of Lic.	Chan.	Net	Owner	LMA/USA
Akron	23	PAX	Paxson	
Akron	29	IND	Media-Com	
Akron	49	PBS		
Akron	55	WB	Winston	

Also see Cleveland & Canton

Best Golf Courses

Firestone, Sharon

Weather Data

NO WEATHER DATA AVAILABLE.

Major Daily Newspapers

	AM	PM	Sun	Owner
Akron Beacon Journal	140,329		191,127	Knight Ridder

Employment Breakdowns

By Industry

1 Retail Trade	59,962	18.31%
2 Manufacturing, Durable Goods	46,518	14.21%
3 Manufac., Non-Durables	33,080	10.10%
4 Educational Svcs.	29,209	8.92%
5 Health Svcs.	28,970	8.85%
6 Other Prof. Svcs.	19,477	5.95%
7 Construction	17,050	5.21%
8 Wholesale Trade	16,384	5.00%
9 Fin., Ins. & Real Estate	15,513	4.74%
10 Business & Repair Svcs.	14,542	4.44%

By Occupation

Admin. Support/Clerical	51,579	15.75%
Professional	45,295	13.83%
Exec., Admin. & Managerial	40,947	12.51%
Sales	39,786	12.15%
Precis. Produc./Craft/Repair	38,655	11.81%
Svc., Exclud. Protective & HH	38,042	11.62%
Machine Oprs., Fab., Assemb. & Inspec.	25,565	7.81%
Transportation & Moving	13,330	4.07%
Technicians & Support	12,873	3.93%
Handlers, Cleaners, Help., Laborers	12,829	3.92%

Unemployment

Jul 90:	4.8%
Jul 91:	5.8%
Jul 92:	6.9%
Jul 93:	5.9%
Jul 94:	5.1%
All of 1995	4.5%
All of 1996	4.6%
All of 1997	4.3%
All of 1998	4.0%
All of 1999	4.2%

Total Metro Employees 327,420
Top 10 Total Employees 280,705 85.73%

Major Radio Station Sales

Major Radio Station Sales Since 1993

Year	Calls	From	To	Price	(E)
1993	WAKR, WONE-F	Ragan Henry	owners of WQMX-F	\$9,300,000	
1996	WHLO, WTOF-F	Mortenson	Salem	\$8,000,000	
04/09/00	WTOU AM	Barnstable	Clear Channel		
04/09/00	WKDD FM	Barnstable	Clear Channel		

Albany-Schenectady-Troy

2000 ARB Rank:	59	2000 Revenue:	\$41,100,000	Manager's Market Ranking (current):	2.9	
2000 MSA Rank:	69	Rev per Share Point:	\$488,124	Manager's Market Ranking (future) :	2.8	
2000 DMA Rank:	56	Population per Station:	22,230			
2000 Rev Rank:	59 of 173	2000 Revenue Change:	9.6%	33	Five-year revenue gain % (95-00):	57.5

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	26.1	28.0	30.8	33.7	37.5	41.1					
Yearly Growth Rate (95-00): 6.5% assigned											
Projected Revenue Estimates:							43.0	46.4	48.5	50.7	53.3
Revenue per Capita:	29.90	31.93	35.24	38.65	43.05	47.24					
Yearly Growth Rate (95-00): 5.6% assigned											
Projected Revenue per Capita:							49.48	53.46	55.94	58.48	61.55
Resulting Revenue Estimate:							45.0	48.6	50.8	53.1	55.8
Revenue as % of Retail Sales:	0.0029	0.0030	0.0032	0.0033	0.0036	0.0038					
Mean % (95-00) 0.0033											
Resulting Revenue Estimate:							37.2	39.1	41.1	43.0	44.9
MEAN REVENUE ESTIMATE:							41.7	44.7	46.8	48.9	51.3

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.873	0.877	0.874	0.872	0.871	0.870	0.869	0.868	0.867	0.867	0.866
Retail Sales (billions):	8.90	9.40	9.60	10.10	10.40	10.70	11.28	11.86	12.44	13.02	13.60

Market Profile

Below-the-Line Listening Shares:	2.1
Unlisted Station Listening:	13.7
Total Lost Listening:	15.8
Available Share Points:	84.2
Number of Viable Stations:	16.5
Average Share Points per Viable Station:	5.1
Rev. per Available Share Point:	\$488,124
Estimated Rev. for Mean Station:	\$2,489,432
Average HH Income:	\$49,827
Average Age:	37.1
Average Education:	12.5
Average Home Value:	\$99,000
Population Change (1999-2004):	-0.5
Retail Sales Change (1999-2004):	25.2
Cable Penetration:	75.4
Number of Class B or C FMs:	6

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. WEQX-F, WCPT-F, WBKK-F and a few other low-rated stations do not cooperate, so estimates were made. Managers look for a 3% to 5% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$41,100,000	17.2	0.0038
Television	\$91,400,000	38.2	0.0085
Newspaper	\$92,900,000	38.9	0.0087
Outdoor	\$9,000,000	3.8	0.0008
Cable TV	\$4,600,000	1.9	0.0004
Media Totals:	\$239,000,000		0.0223

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: WGY AM, WHRL FM, WKKF FM, WPYX FM, WRVE FM, WTRY FM	\$16,020,000	39.0
2 Albany Broadcasting Company: WAJZ FM, WFLY FM, WIZR AM, WROW AM, WYJB FM, WZMR FM	\$12,735,000	31.0
3 Regent: WABT FM, WGNA FM, WQBK FM, WTMM AM	\$9,940,000	24.2
4 Tele-Media: WABY AM, WCPT FM, WKLI FM, WZEC FM	\$590,000	1.4
5 Northshore Communications Inc.: WEQX FM	\$570,000	1.4
6 Gateway Broadcasting Corp.: WBKK FM	\$190,000	0.5
7 Anastos Broadcast Group Corp.: WQAR FM, WUAM AM, WVKZ AM	\$160,000	0.4

Highest Billing Stations

Calls	Format	Revenue	Pct.	
1	WGNA AF	C	\$6,600,000	16.1
2	WPYX FM	AOR	\$5,740,000	14.0
3	WFLY FM	CHR	\$5,500,000	13.4
4	WYJB FM	SAC	\$5,220,000	12.7
5	WGY AM	FS	\$3,880,000	9.4
6	WRVE FM	AC/NR	\$3,700,000	9.0
7	WQBK FF	AOR-NR	\$2,770,000	6.7
8	WTRY AF	O	\$1,150,000	2.8
9	WHRL FM	AOR-P	\$980,000	2.4
10	WAJZ FM	B	\$860,000	2.1
11	WROW AM	T	\$780,000	1.9
12	WCPT FF	AC/CHR	\$590,000	1.4
13	WEQX FM	AOR-NR	\$570,000	1.4
14	WKKF FM	CHR	\$570,000	1.4
15	WABT FM	B/O	\$400,000	1.0
16	WZMR FM	J	\$225,000	0.5
17	WBKK FM	CL	\$190,000	0.5
18	WTMM AM	SPRST	\$170,000	0.4
19	WUAM AM	ST	\$160,000	0.4
20	WIZR AM	ST	\$150,000	0.4

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	76.5	\$29,808,000	(+6.1)
National:	23.5	\$9,174,000	(+21.7)
Note: Trade equals 9.7% of local. In 1999, it was 11.9% and 16% in 1998			

Albany-Schenectady-Troy

Commerce and Industry

Important Businesses and Industries

Government
Financial
Food Products
Electrical Equipment
Abrasive Products
Asbestos Products
Turbines

Fortune 500 Companies

PPL 315
Air Products & Chemicals 324
Bethlehem Steel 399

Forbes 500 Companies

Forbes Largest Private Companies

Golub

INC 500 Companies

Logical Net
Telecommunications Analysis Group

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	92.6	<\$20: 20.3	12-to-24 21.0
Black:	5.2	\$20-\$49.9: 36.7	25-to-54 51.4
Amer. Indian:	0.2	\$50-\$99.9: 32.8	55-plus 27.6
Asian/Pac.Isl.:	2.0	\$100+: 10.2	Non High School Grad: 19.7
Hispanic: *	2.3		High School Grad: 31.8
			College 1-3 years: 24.4
			College 4+ years: 24.0

Viable Stations

WABT-FM	WAJZ-FM	WBKK-FM	WCPT-FF
WEQX-FM	WFLY-FM	WGNA-AF	WGY-AM
WHRL-FM	WKKF-FM	WKLI-FM	WPTR-AM
WPYX-FM	WQBK-FF	WROW-AM	WRVE-FM
WTRY-AF	WYJB-FM	WZMR-FM	

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WRGB-TV	Schenectady	6	CBS	Freedom	
WTEN	Albany	10	ABC	Young	
WNYT	Albany	13	NBC	Hubbard	
WMHT	Albany	17	PBS	WMHT	
WXXA-TV	Albany	23	FOX	Clear Channel	
WVBG-LP	Albany	25	UPN	Vision 3	
WEWB	Albany	45	WB	Tribune	
WYPX	Amsterdam	55	PAX	Paxson	

Major Daily Newspapers

	AM	PM	Sun	Owner
Times Union	99,051		147,041	Hearst Newspapers
Schenectady Daily Gazette; The Sunday Gazette	56,646		57,210	
Troy Record; The Sunday Record	23,668		25,560	Journal Register Co.

Colleges and Universities

(# of Students)

Regents Coll.	16,617
SUNY at Albany	15,808
Hudson Valley CC	9,519
Rensselaer Polytechnic Inst.	6,438
C of St. Rose	3,682
Siena Coll.	2,791
Schenectady County CC (and more)	2,649
Total Students (FT & PT)	67,408

Best Golf Courses

Albany CC, Saratoga Park

Weather Data

Elevation: 275
Annual Precipitation: 36.5 in.
Annual Snowfall: 65.7 in.
Average Windspeed: 8.8 (S)

	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	30.4	83.9	58.1
Avg. Min. Temp:	12.5	60.1	37.1
Average Temp:	21.5	72.0	47.6

Employment Breakdowns

By Industry

1 Retail Trade	68,646	15.93%
2 Public Administration	49,943	11.59%
3 Educational Svcs.	45,970	10.67%
4 Health Svcs.	42,054	9.76%
5 Other Prof. Svcs.	33,938	7.87%
6 Manufacturing, Durable Goods	30,965	7.18%
7 Fin., Ins. & Real Estate	30,473	7.07%
8 Construction	25,209	5.85%
9 Manufac., Non-Durables	23,019	5.34%
10 Business & Repair Svcs.	17,044	3.95%
Total Metro Employees	431,015	
Top 10 Total Employees	367,261	85.21%

By Occupation

Admin. Support/Clerical	86,813	20.14%
Professional	70,798	16.43%
Exec., Admin. & Managerial	59,098	13.71%
Sales	47,756	11.08%
Svc., Exclud. Protective & HH	44,828	10.40%
Precis. Produc./Craft/Repair	41,017	9.52%
Machine Oprs., Fab., Assemb. & Inspec.	18,448	4.28%
Technicians & Support	18,447	4.28%
Transportation & Moving	16,345	3.79%
Handlers, Cleaners, Help., Laborers	13,411	3.11%

Unemployment

Jul 90:	3.3%
Jul 91:	5.3%
Jul 92:	6.3%
Jul 93:	4.6%
Jul 94:	4.9%
All of 1995	5.0%
All of 1996	4.6%
All of 1997	4.2%
All of 1998	3.7%
All of 1999	3.6%

Albany-Schenectady-Troy

Major Radio Station Sales

Major Radio Station Sales Since 1990

Year	Calls	From	To	Price	(E)
1990	WABY/WKLI-F	Premiere	Bendat	\$8,000,000	
1993	WROW A/F	Radio Terrace	owners of WFLY-F	\$5,000,000	
1993	WGY A/F	Empire	Dame	\$5,500,000	
1993	WGNA A/F	Barnstable	Liberty	\$13,500,000	
1994	WSHQ-F (Cobleskill)		WQBK A/F owner	\$550,000	
1994	WCSS, WKOL-F		MEG	\$400,000	
1994	WTRY, WPYX-F	Sold by Griffin	Liberty		
1995	WTRY-F (Rotterdam)	Griffin	Jarad	\$250,000	
1995	WPTR		Crawford	\$700,000	
1995	WTRY, WGNA A/F, WPYX-F	Liberty	SFX	\$32,000,000	
1996	WXO-F	Jarad	Crawford	\$820,000	
1996	WPTR-F (Vorheesville)		Albany		
1996	WQBK-AF, WQBJ-F		Arcara	\$7,500,000	
1996	WYSR-F	Jarad	SFX	\$1,000,000	
1996	WZRQ-F		Arcara	\$1,000,000	
1996	WHRL-F		Dame	\$2,632,000	
1997	WGNA-AF	SFX	Hicks/Chancellor	\$36,000,000	
1997	WPYX-F	SFX	Hicks/Chancellor	\$30,000,000	
1997	WTRY-F	SFX	Hicks/Chancellor	\$7,000,000	
1998	WRVE-F	Dame	Clear Channel	\$11,400,000	
1998	WHRL-F	Dame	Clear Channel	\$3,900,000	
1998	WGY	Dame	Clear Channel	\$14,000,000	
1998	WJKE-F			\$900,000	
1998	WXLE-F		Capstar	\$2,600,000	
1998	WSRD/WIZR		Albany	\$2,200,000	
1998	WABY-AF	Bendat/Hunt	Tele-Media	\$2,500,000	
1998	WKBE/WKLI	Bendat	Tele-Media	\$5,000,000	
8/3/99	WCSS AM	Weber Communications	IZ Communications	\$188,000	
11/28/99	WVKZ AM	Capital Dist. OTB	Anastos Broadcast Group Corp.	\$137,500	
02/22/00	WJIV FM	WJIV Radio	Midwest Broadcasting	\$1,300,000	
03/14/00	WGNA AM	AMFM	Regent Comm.	AMFM/CCU divest. \$67,000,000 + 11 stns.	
03/14/00	WTMM AM	Clear Channel	Regent Comm.	AMFM/CCU divest. \$67,000,000 + 11 stns.	
03/14/00	WABT FM	AMFM	Regent Comm.	AMFM/CCU divest. \$67,000,000 + 11 stns.	
03/14/00	WGNA FM	AMFM	Regent Comm.	AMFM/CCU divest. \$67,000,000 + 11 stns.	
03/14/00	WQBJ FM	Clear Channel	Regent Comm.	AMFM/CCU divest. \$67,000,000	
03/14/00	WQBK FM	Clear Channel	Regent Comm.	AMFM/CCU divest. \$67,000,000 + 11 stns.	
04/03/00	WTRY AM	AMFM	Chase Radio	\$1,590,000	
09/13/00	WMVI AM	Willis	Willis Broadcasting Corp.		

Albuquerque

2000 ARB Rank:	72	2000 Revenue:	\$42,100,000	Manager's Market Ranking (current):	3.6
2000 MSA Rank:	75	Rev per Share Point:	\$475,706	Manager's Market Ranking (future):	3.8
2000 DMA Rank:	50 (Albuquerque-Santa Fe, NM)	Population per Station:	19,093	29	
2000 Rev Rank:	56 of 173	2000 Revenue Change:	12.6%	Five-year revenue gain % (95-00):	49.8

Revenue History and Projections

	Radio Revenue History					Radio Revenue Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	28.1	30.8	34.5	37.7	37.4	42.1					
Yearly Growth Rate (95-00): 7.9% assigned											
Projected Revenue Estimates:							44.5	47.7	51.6	56.2	60.7
Revenue per Capita:	43.03	46.25	51.42	55.77	54.92	61.64					
Yearly Growth Rate (95-00): 6.9% assigned											
Projected Revenue per Capita:							64.96	69.43	74.89	81.33	87.59
Resulting Revenue Estimate:							46.6	49.9	54.0	58.8	63.6
Revenue as % of Retail Sales:	0.0042	0.0042	0.0044	0.0045	0.0042	0.0042					
Mean % (95-00) 0.0043											
Resulting Revenue Estimate:							45.9	48.8	51.8	54.7	57.6
MEAN REVENUE ESTIMATE:							45.7	48.8	52.5	56.6	60.6

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.653	0.666	0.671	0.676	0.681	0.683	0.685	0.687	0.689	0.691	0.693
Retail Sales (billions):	6.70	7.40	7.80	8.40	9.00	10.00	10.68	11.36	12.04	12.72	13.40

Market Profile

Below-the-Line Listening Shares:	1.4
Unlisted Station Listening:	10.1
Total Lost Listening:	11.5
Available Share Points:	88.5
Number of Viable Stations:	22.0
Average Share Points per Viable Station:	4.0
Rev. per Available Share Point:	\$475,706
Estimated Rev. for Mean Station:	\$1,902,824
Average HH Income:	\$43,191
Average Age:	33.8
Average Education:	12.4
Average Home Value:	\$82,400
Population Change (1999-2004):	1.5
Retail Sales Change (1999-2004):	41.3
Cable Penetration:	56.1
Number of Class B or C FMs:	13

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Citadel: KHFM FM, KKOB AM, KKOB FM, KMGA FM, KNML AM, KRST FM, KTBL FM	\$21,135,000	50.2
2 Clear Channel: KABQ AM, KBQI FM, KLSK FM, KPEK FM, KSYU FM, KTEG FM, KXKS AM, KZRR FM	\$10,016,000	23.8
3 Simmons Family, Inc.: KBTK AM, KCHQ FM, KIOT FM, KIVA AM, KKSS FM, KQEO FM, KRQS FM	\$5,615,000	13.3
4 American General Media: KABG FM, KKIM AM, KLVO FM, KMMG FM, KYLZ FM	\$4,130,000	9.8
5 Entravision: KRZY FM, KRZY AM	\$975,000	2.3
6 HHH Broadcasting: KARS AM	\$508,000	1.2
7 Calvary Chapel of Albuquerque, Inc.: KNKT FM	\$175,000	0.4
8 RAMH Corp.: KDZZ AM	\$165,000	0.4

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KRST FM	C	\$6,240,000	14.8
2 KKOB AM	FS	\$5,760,000	13.7
3 KZRR FM	AOR	\$3,660,000	8.7
4 KPEK FM	AC/NR	\$3,520,000	8.4
5 KKOB FM	AC	\$2,860,000	6.8
6 KMGA FM	SAC	\$2,500,000	5.9
7 KIOT FM	CL AOR	\$2,400,000	5.7
8 KTEG FM	AOR-NR	\$1,650,000	3.9
9 KHFM FM	CL	\$1,570,000	3.7
10 KTBL FM	C	\$1,440,000	3.4
11 KLVO FM	SP-R	\$1,390,000	3.3
12 KKSS FM	CHR/U	\$1,090,000	2.6
13 KNML AA	SPRTS	\$765,000	1.8
14 KQEO AF	O	\$760,000	1.8
15 KYLZ FM	CHR/U	\$713,000	1.7
16 KABG FM	O	\$700,000	1.7
17 KRZY FM	SP-C	\$675,000	1.6
18 KLSK FM	CL HITS	\$650,000	1.5
19 KMMG FM	B/O	\$620,000	1.5
20 KCHQ FM	CHR	\$585,000	1.4
21 KARS AM	SP-TJ	\$508,000	1.2
22 KRQS FM	AOR	\$365,000	0.9
23 KRZY AM	SP-R	\$300,000	0.7
24 KSYU FM	SAC	\$256,000	0.6
25 KIVA AM	ST	\$210,000	0.5
26 KBTK AM	T	\$205,000	0.5
27 KKIM AM	REL	\$200,000	0.5
28 KNKT FM	REL-CC	\$175,000	0.4
29 KXKS AM	SP	\$170,000	0.4
30 KDZZ AM	KIDS	\$165,000	0.4
31 KABQ AM	SP-TJ	\$110,000	0.3

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	82.7	\$34,529,000	(+10.4)
National:	17.3	\$7,240,000	(+22.5)

Note: Trade equals 9.9% of local. In 1999, it was 10.8%

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. A few low-rated stations do not participate. Managers predict 6% to 8% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$42,100,000	18.7	0.0042
Television	\$90,600,000	40.2	0.0091
Newspaper	\$78,200,000	34.7	0.0078
Outdoor	\$8,000,000	3.6	0.0008
Cable TV	\$6,200,000	2.8	0.0006
Media Totals:	\$225,100,000		0.0225

Note: Use Newspaper and Outdoor estimates with caution.

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Transportation Tourism Research Electronics Military				B & B Technologies Optomec ProLaw Software

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	88.1	<\$20: 22.3	12-to-24 20.7
Black:	3.6	\$20-\$49.9: 37.5	25-to-54 56.5
Amer. Indian:	6.1	\$50-\$99.9: 29.8	55-plus 22.8
Asian/Pac.Isl.:	2.3	\$100+: 10.4	Non High School Grad: 18.7
Hispanic: *	39.5		High School Grad: 28.4
			College 1-3 years: 28.1
			College 4+ years: 24.9

Viable Stations

KABG-FM	KARS-AM	KCHQ-FM	KHFM-FM
KIOT-FM	KIVA-AM	KKOB-AM	KKOB-FM
KKSS-FM	KLSK-FM	KLVO-FM	KMGA-FM
KMMG-FM	KNML-AA	KPEK-FM	KQEO-AF
KRQS-FM	KRST-FM	KRZY-AM	KRZY-FM
KTBL-FM	KTEG-FM	KYLZ-FM	KZRR-FM

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KASA-TV	Santa Fe	2	FOX	Raycom	
KOB-TV	Albuquerque	4	NBC	Hubbard	
KNME	Albuquerque	5	PBS	U. of NM	
KOAT	Albuquerque	7	ABC	Hearst-Argyle	
KCHF	Santa Fe	11	IND	Son	
KRQE-TV	Albuquerque	13	CBS	Emmis	
KAPX	Albuquerque	14	PAX	Paxson	
KVBA-LP	Albuquerque	19	IND	Vision	
KWBQ	Santa Fe	19	WB	ACME	
KLUZ-TV	Albuquerque	41	UNI	Entravision	
KASY-TV	Albuquerque	50	UPN	ACME	
KTEL-LP	Albuquerque	53	TEL	Ramar	
K59DB	Albuquerque	59	SPN	Clear Channel	

Major Daily Newspapers

	AM	PM	Sun	Owner
Albuquerque Journal	110,710		159,140	Thompson H. Lang
The Albuquerque Tribune		21,321		E W Scripps Co. (Scripps Howard)

Colleges and Universities

	(# of Students)
U. of New Mexico	23,067
Albuquerque Tech-Voc Inst.	11,165
Southwestern Indian Polytechnic Inst.	656
Total Students (FT & PT)	34,888

Best Golf Courses

Univ. of NM (South), Rio Rancho, Cochiti Lake, Arroyo del Oso, Four Hills CC, Pinion Hills

Weather Data

Elevation:	5311		
Annual Precipitation:	8.33 in.		
Annual Snowfall:	10.7 in.		
Average Windspeed:	9.0 (SE)		
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	46.9	92.2	70.0
Avg. Min. Temp:	23.5	65.2	43.5
Average Temp:	35.2	78.7	56.8

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade	Professional	Jul 90: 6.6%
2 Other Prof. Svcs.	Admin. Support/Clerical	Jul 91: 5.1%
3 Health Svcs.	Exec., Admin. & Managerial	Jul 92: 5.1%
4 Educational Svcs.	Sales	Jul 93: 5.1%
5 Manufacturing, Durable Goods	Svc., Exclud. Protective & HH	Jul 94: 4.4%
6 Public Administration	Precis. Produc./Craft/Repair	All of 1995 4.1%
7 Construction	Technicians & Support	All of 1996 5.4%
8 Fin., Ins. & Real Estate	Machine Oprs., Fab., Assemb. & Inspec.	All of 1997 4.3%
9 Business & Repair Svcs.	Transportation & Moving	All of 1998 4.5%
10 Transportation	Handlers, Cleaners, Help., Laborers	All of 1999 3.9%
Total Metro Employees	316,027	
Top 10 Total Employees	265,918	84.14%

Albuquerque

Major Radio Station Sales

Major Radio Station Sales Since 1992

Year	Calls	From	To	Price	(E)
1992	KBOM-F (Los Alamos)			\$560,000	
1992	KALY			\$470,000	
1992	KDEF, KUCU-F		Ivan Braiker	\$1,000,000	
1992	KZKL AF	Sold by John Frankhouser		\$600,000	
1992	KIVA, KZRQ-F		owner of KLSK-F (Cnld)	\$850,000	
1992	KOLT-F (Santa Fe)		Commonwealth	\$1,200,000	
1993	KZRR AF and KLSK-F	Merge		\$4,600,000	
1993	KNYN-F (Santa Fe)			\$525,000	
1993	KIVA, KZRQ-F (Santa Fe)		Territorial	\$880,000	
1993	KKOB AF	Fairmont	Citadel	\$9,000,000	
1993	KQEO, KMGA-F	Spacecom	Citadel	\$1,500,000	
1994	KAMX A/F			\$750,000	
1994	KKJY-F		KAMX owner	\$1,750,000	
1994	KARS A/F (Belen)		Guardian	\$665,000	
1994	KDEF, KUCU-F			\$800,000	
1994	KZSS, KZRR-F, KLSK-F (60% int.)		River City		\$3,000,000
1995	KJBO		KHFM owner	\$175,000	
1995	KRSY, KRST-F	Commonwealth	Crescent	\$15,500,000	
1995	KDEF			\$125,000	
1995	KIOT-F (Los Lunas)		Simmons	\$1,600,000	
1995	KOLT-F (Santa Fe)		Crescent	\$1,350,000	
1996	KASY-F		Citadel	\$5,000,000	
1996	KHFN, KHFM-F		Citadel	\$5,700,000	
1996	KDZZ, KHTZ-F, KTEG-F	Bengal	Trumper	\$7,400,000	
1996	KIVA, KRLL, KZKL-F, KZRQ-F	Territorial	Simmons(80%)	\$5,000,000	
1996	KRZY, KRST-F	Crescent	Citadel	\$20,000,000	
1996	KRZY-F	Crescent	Citadel	\$3,000,000	
1996	KZSS, KZRR-F, KLSK-F	River City	Trumper	\$8,000,000	
1996	KRZY-AF	Citadel	EXCL	\$3,000,000	
1996	KABQ	Sold by Gomez		\$100,000	
1996	KRZN-F (101.3)		Simmons	\$850,000	
1997	KARS, KKIM, KLVO-F, KYLZ-F	Guardian	Amer. General	\$5,500,000	
1997	KKSS-F	SunGroup	Sunburst		
1998	KKSS-F	Sunburst	Trumper	\$6,066,000	Cancelled
1998	KZSS/KHTZ	Trumper		KHTZ/KKSS + \$1,500,000	
1998	KSVA-F		Trumper		
1998	KKSS-F	SunGroup/Sunburs	Simmons	\$5,500,000	
8/3/99	KLSK FM, KPEK FM, KTEG FM, KSYU FM & KZRR FM	Trumper	Clear Channel	\$55,500,000	
12/9/99	KABQ AM, KXKS AM & KEXT FM	Continental Broadcasting	Clear Channel	\$7,400,000	
1/4/00	KSVA AM	Lifetalk Broadcasting	Citadel	KHTL (920) + \$5,400,000	
1/4/00	KHTL AM	Citadel	Lifetalk Broadcasting	Plus \$5,400,000 for KSVA (610)	
1/4/00	KQEO AM	Lifetalk Broadcasting	Vanguard Media	\$12,000	
1/31/00	KRZY AM-FM	EXCL	Entravision		
9/12/00	KARS AM	American General Media	American General Media	Group transaction: \$250,000,000	

Allentown-Bethlehem-Easton

2000 ARB Rank:	67	2000 Revenue:	\$28,300,000	Manager's Market Ranking (current):	2.9
2000 MSA Rank:	81	Rev per Share Point:	\$434,191	Manager's Market Ranking (future) :	3.0
2000 DMA Rank:	4 (Philadelphia, PA)	Population per Station:	50,600	12	
2000 Rev Rank:	73 of 173	2000 Revenue Change:	6.4%	Five-year revenue gain % (95-00):	42.2

Revenue History and Projections

	Radio Revenue History						Radio Revenue Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	19.9	21.1	22.9	24.7	26.6	28.3					
Yearly Growth Rate (95-00): 5.7% assigned											
Projected Revenue Estimates:							30.2	31.4	33.0	35.1	37.6
Revenue per Capita:	32.41	34.37	37.30	39.97	42.90	45.65					
Yearly Growth Rate (95-00): 4.8% assigned											
Projected Revenue per Capita:							48.48	50.16	52.46	55.71	59.40
Resulting Revenue Estimate:							31.6	32.9	34.6	36.8	39.4
Revenue as % of Retail Sales:	0.0034	0.0034	0.0036	0.0037	0.0039	0.0039					
Mean % (95-00) 0.0037											
Resulting Revenue Estimate:							28.0	29.1	30.1	31.2	32.2
MEAN REVENUE ESTIMATE:							30.0	31.1	32.6	34.3	36.4

Population and Demographic Estimates

	Historic						Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.614	0.614	0.614	0.618	0.620	0.620	0.623	0.626	0.629	0.630	0.633
Retail Sales (billions):	5.90	6.20	6.30	6.60	6.90	7.30	7.58	7.86	8.14	8.42	8.70

Market Profile

Below-the-Line Listening Shares:	19.2
Unlisted Station Listening:	14.7
Total Lost Listening:	33.9
Available Share Points:	66.1
Number of Viable Stations:	7.5
Average Share Points per Viable Station:	8.8
Rev. per Available Share Point:	\$434,191
Estimated Rev. for Mean Station:	\$3,820,881
Average HH Income:	\$50,780
Average Age:	39.2
Average Education:	11.9
Average Home Value:	\$102,400
Population Change (1999-2004):	1.6
Retail Sales Change (1999-2004):	22.0
Cable Penetration:	N/A
Number of Class B or C FMs:	5

Confidence Levels

2000 Revenue Estimates:	Below Normal
2001-to-2005 Revenue Estimates:	Below Normal

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$28,300,000	19.2	0.0039
Television	\$48,200,000	32.7	0.0066
Newspaper	\$59,100,000	40.1	0.0081
Outdoor	\$7,000,000	4.7	0.0010
Cable TV	\$4,800,000	3.3	0.0007
Media Totals:	\$147,400,000		0.0202

Note: Use Newspaper and Outdoor estimates with caution. Part of Philadelphia DMA. TV revenue is estimate of Allentown-Bethlehem's contribution to the total TV revenue for the DMA. Total revenue for DMA is estimated at \$716,000,000..

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: WAEB FM, WAEB AM, WKAP AM, WZZO FM	\$14,325,000	49.9
2 Citadel: WCTO FM, WLEV FM	\$9,400,000	32.8
3 Nassau Broadcasting: WEEX AM, WODE FM	\$4,400,000	15.3
4 MBC, Inc.: WEST AM	\$200,000	0.7
5 Zoma Corporation: WYNS AM	\$180,000	0.6
6 Mega Communications: WTKZ AM	\$160,000	0.6

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WAEB FM	CHR	\$6,600,000	23.0
2 WZZO FM	AOR	\$5,400,000	18.8
3 WLEV FM	AC	\$5,200,000	18.1
4 WODE FM	O	\$4,300,000	15.0
5 WCTO FM	C	\$4,200,000	14.6
6 WAEB AM	T	\$1,800,000	6.3
7 WKAP AM	ST	\$525,000	1.8
8 WEST AM	ST	\$200,000	0.7
9 WYNS AM	C	\$180,000	0.6
10 WTKZ AM	SP-TP	\$160,000	0.6
11 WEEX AM	T	\$100,000	0.3

Allentown-Bethlehem-Easton

Commerce and Industry

Important Businesses and Industries

Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Provident	Air Products & Chemicals PPL Sovereign Bancorp		InfoNXX

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	95.5	<\$20: 18.5	12-to-24 18.7
Black:	2.6	\$20-\$49.9: 35.5	25-to-54 51.4
Amer. Indian:	0.1	\$50-\$99.9: 34.7	55-plus 29.9
Asian/Pac. Isl.:	1.7	\$100+: 11.3	Non High School Grad: 26.0
Hispanic: *	6.6		High School Grad: 37.5
			College 1-3 years: 18.7
			College 4+ years: 17.8

Competitive Media

Major Over the Air Television Calls

City of Lic.	Chan.	Net	Owner	LMA/JSA
Allentown	39	PBS	Lehigh Valley	
Allentown	60	IND	Sonshine Family	
Allentown	69	IND	Marantha	

Also see Philadelphia

Major Daily Newspapers

	AM	PM	Sun	Owner
The Morning Call	126,518		170,345	Tribune Co.
Easton Express-Times	48,911		48,600	MediaNews Inc.

Viable Stations

WAEB-AM	WAEB-FM	WCTO-FM	WEST-AM
WKAP-AM	WLEV-FM	WODE-FM	WZZO-FM

Colleges and Universities

	(# of Students)
Lehigh U.	6,279
Northampton County Area CC	5,278
Lehigh Carbon CC	3,798
Muhlenberg Coll.	2,313
Lafayette Coll.	2,175
Moravian Coll.	1,640
Cedar Crest Coll.	1,281
(and more)	
Total Students (FT & PT)	23,982

Best Golf Courses

Saucon Valley

Weather Data

NO WEATHER DATA AVAILABLE.

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade 49,877 16.54%	Admin. Support/Clerical 49,450 16.39%	Jul 90: 5.7%
2 Manufacturing, Durable Goods 40,314 13.36%	Professional 41,638 13.80%	Jul 91: 7.4%
3 Manufac., Non-Durables 37,592 12.46%	Precis. Produc./Craft/Repair 37,024 12.27%	Jul 92: 8.4%
4 Health Svcs. 27,902 9.25%	Sales 33,711 11.18%	Jul 93: 7.3%
5 Educational Svcs. 24,412 8.09%	Exec., Admin. & Managerial 32,084 10.64%	Jul 94: 7.1%
6 Construction 19,042 6.31%	Svc., Exclud. Protective & HH 31,076 10.30%	All of 1995 5.6%
7 Fin., Ins. & Real Estate 17,682 5.86%	Machine Oprs., Fab., Assemb. & Inspec. 29,032 9.62%	All of 1996 5.4%
8 Other Prof. Svcs. 16,378 5.43%	Handlers, Cleaners, Help., Laborers 14,726 4.88%	All of 1997 5.0%
9 Business & Repair Svcs. 13,539 4.49%	Transportation & Moving 12,915 4.28%	All of 1998 4.6%
10 Wholesale Trade 12,155 4.03%	Technicians & Support 12,070 4.00%	All of 1999 4.2%
Total Metro Employees 301,643		
Top 10 Total Employees 258,893 85.83%		

Major Radio Station Sales

Major Radio Station Sales Since 1993

Year	Calls	From	To	Price	(E)
1993	WZZO-F	Holt	CRB (Commodore)	\$9,375,000	
1994	WIPI, WODE-F	Roth	Wheeling-Pittsburgh	\$10,600,000	
1995	WFMZ-F		Sale to Telemedia	\$9,500,000	Cancelled
1995	WIPI, WODE-F	Wheeling-Pitts.	Patterson	\$11,400,000	
1996	WAEB-AF, WZZO-F	Commodore	Capstar		
1997	WEST	Telemedia	Citadel	\$600,000	
1997	WLEV-F	Telemedia	Citadel	\$19,500,000	
1997	WEEX	Patterson	Capstar	\$600,000	
1997	WODE-F	Patterson	Capstar	\$20,000,000	
1997	WFMZ-F	Dean	Citadel	\$23,000,000	
1997	WEST	Citadel	Dean	\$600,000	
1997	WKAP		Capstar	\$2,130,000	
1997	WEEX, WODE-F	Capstar	Clear Channel	\$24,000,000	
1998	WRNJ-F		Big City	\$6,400,000	
11/2/99	WTKZ AM	Holt Corporation	Mega	\$1,250,000	
3/6/00	WEEX AM, WODE FM	Clear Channel	Nassau		

AMFM/CCU divestiture.
With WODE: \$30,000,000

2000 ARB Rank:	244	2000 Revenue:	\$6,800,000	Manager's Market Ranking (current):	1.9
2000 MSA Rank:	282	Rev per Share Point:	\$88,197	Manager's Market Ranking (future) :	2.0
2000 DMA Rank:	95 (w/Johnstown)	Population per Station:	8,454		
2000 Rev Rank:	171 of 173	2000 Revenue Change:	7.9%	Five-year revenue gain % (95-00):	38.8

Revenue History and Projections

	Radio Revenue History						Radio Revenue Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	4.9	5.2	5.5	5.9	6.3	6.8					
Yearly Growth Rate (95-00): 5.7% assigned											
Projected Revenue Estimates:							7.0	7.4	7.9	8.5	9.0
Revenue per Capita:	37.12	39.70	42.31	45.04	48.46	52.71					
Yearly Growth Rate (95-00): 5.4% assigned											
Projected Revenue per Capita:							54.26	57.36	61.24	66.93	70.87
Resulting Revenue Estimate:							7.3	7.7	8.3	8.9	9.4
Revenue as % of Retail Sales:	0.0035	0.0035	0.0034	0.0035	0.0035	0.0036					
Mean % (95-00) 0.0035											
Resulting Revenue Estimate:							7.0	7.5	7.9	8.3	8.8
MEAN REVENUE ESTIMATE:							7.1	7.5	8.0	8.6	9.1

Population and Demographic Estimates

	Historic						Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.132	0.131	0.130	0.131	0.130	0.129	0.129	0.129	0.129	0.127	0.127
Retail Sales (billions):	1.40	1.50	1.60	1.70	1.80	1.89	2.01	2.13	2.26	2.38	2.50

Market Profile

Below-the-Line Listening Shares:	10.2
Unlisted Station Listening:	12.7
Total Lost Listening:	22.9
Available Share Points:	77.1
Number of Viable Stations:	8.0
Average Share Points per Viable Station:	9.6
Rev. per Available Share Point:	\$88,197
Estimated Rev. for Mean Station:	\$846,691
Average HH Income:	\$38,320
Average Age:	38.8
Average Education:	11.8
Average Home Value:	\$41,100
Population Change (1999-2004):	-2.3
Retail Sales Change (1999-2004):	32.1
Cable Penetration:	N/A
Number of Class B or C FMs:	3

Confidence Levels

2000 Revenue Estimates:	Below Normal
2001-to-2005 Revenue Estimates:	

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$6,800,000	19.7	0.0036
Television	\$12,400,000	35.9	0.0066
Newspaper	\$11,400,000	33.0	0.0060
Outdoor	\$2,000,000	5.8	0.0011
Cable TV	\$1,900,000	5.5	0.0010
Media Totals:	\$34,500,000		0.0183

Note: Use Newspaper and Outdoor estimates with caution. Split DMA between Johnstown and Altoona. TV revenue is Altoona's share. Total TV revenue for DMA is estimated at \$33,000,000.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Forever Broadcasting: WALY FM, WFBG AM, WFGY FM, WMAJ FM	\$4,070,000	59.9
2 Vital Licenses, LLC: WPRR FM, WVAM AM	\$1,400,000	20.6
3 Sherlock Broadcasting, Inc.: WBXQ FM, WBRX FM	\$650,000	9.6
4 Altoona Trans-Audio Corp.: WRTA AM	\$600,000	8.8
5 Allegheny Mountain Network: WGMR FM, WKMC AM, WTRN AM	\$100,000	1.5

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WFGY FM	C	\$3,400,000	50.0
2 WPRR FM	CHR	\$1,150,000	16.9
3 WMAJ FM	AC	\$900,000	13.2
4 WALY FM	O	\$820,000	12.1
5 WBXQ FF	AOR	\$650,000	9.6
6 WRTA AM	T	\$600,000	8.8
7 WFBG AM	ST	\$550,000	8.1
8 WVAM AM	SPRST	\$250,000	3.7
9 WKMC AM	ST	\$100,000	1.5

NOTE: WFBY-F's total revenue is \$3.4 million. We estimate that \$1.6 million comes out of the State College market.

Altoona

Commerce and Industry

Important Businesses and Industries

Candy
Food Products
Paper
Locomotives
Clothing

Fortune 500 Companies

Provident

Forbes 500 Companies

Forbes Largest Private Companies

Sheetz

INC 500 Companies

Wrightco Technologies

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	98.4	<\$20: 28.6	12-to-24 19.3
Black:	1.1	\$20-\$49.9: 41.3	25-to-54 48.2
Amer. Indian:	0.1	\$50-\$99.9: 25.3	55-plus 32.5
Asian/Pac. Isl.:	0.5	\$100+:	4.8
Hispanic: *	0.5		
			Non High School Grad: 24.9
			High School Grad: 48.8
			College 1-3 years: 15.7
			College 4+ years: 10.6

Viable Stations

WALY-FM	WBXQ-FM	WFBG-AM	WFGY-FM
WGMR-FM	WMAJ-FM	WPRR-FM	WRTA-AM
WVAM-AM			

Colleges and Universities

(# of Students)

UPenn State Altoona	3,546
Juniata Coll.	1,175
Mount Aloysius Coll.	950
Altoona School of Commerce	100
Total Students (FT & PT)	5,771

Competitive Media

Major Over the Air Television

See Johnstown

Best Golf Courses

Major Daily Newspapers

	AM	PM	Sun	Owner
Altoona Mirror	32,744		39,514	Ogden Newspapers

Weather Data

NO WEATHER DATA AVAILABLE
See Pittsburgh for an approximation

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade 11,138 20.02%	Admin. Support/Clerical 7,544 13.56%	Jul 90: 7.6%
2 Health Svcs. 6,206 11.16%	Precis. Produc./Craft/Repair 7,368 13.24%	Jul 91: 8.7%
3 Manufac., Non-Durables 5,376 9.66%	Svc., Exclud. Protective & HH 7,164 12.88%	Jul 92: 8.6%
4 Manufacturing, Durable Goods 4,938 8.88%	Sales 7,131 12.82%	Jul 93: 7.2%
5 Transportation 4,388 7.89%	Professional 6,161 11.08%	Jul 94: 6.5%
6 Educational Svcs. 3,829 6.88%	Machine Oprs., Fab., Assemb. & Inspec. 5,359 9.63%	All of 1995 6.4%
7 Construction 3,628 6.52%	Exec., Admin. & Managerial 4,741 8.52%	All of 1996 5.7%
8 Other Prof. Svcs. 2,591 4.66%	Transportation & Moving 3,224 5.80%	All of 1997 5.6%
9 Wholesale Trade 2,563 4.61%	Handlers, Cleaners, Help., Laborers 2,964 5.33%	All of 1998 5.0%
10 Business & Repair Svcs. 2,272 4.08%	Technicians & Support 1,986 3.57%	All of 1999 4.5%
Total Metro Employees 55,629		
Top 10 Total Employees 46,929 84.36%		

Major Radio Station Sales

Major Radio Station Sales Since 1994

Year	Calls	From	To	Price	(E)
1994	WBRX-F (Patton)		WBXQ-F owner	\$235,000	
1996	WALY-F				
1996	WFBG, WFGY-F, WFGI-F	Logan	Forever		
1996	WKMC, WHPA-F		Forever	\$2,000,000	
1997	WKMC	Sold by Forever		\$25,000	
1997	WKMC		Cary Simpson		Trade WVFC in McConnellsburg
1997	WBRX-F, WBXQ-F			\$400,000	
7/12/00	WYNS AM	Valley Broadcasting	Zoma Corporation	\$650,000	Foreman
10/9/00	WEEX AM & WODE FM	Clear Channel	Nassau		
	CCU also gets option for LMA to buy WDLC AM + WTSX FM Port Jervis, NY				

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2000 ARB Rank:	187	2000 Revenue:	\$9,600,000	Manager's Market Ranking (current):	2.6
2000 MSA Rank:	204	Rev per Share Point:	\$114,286	Manager's Market Ranking (future) :	3.0
2000 DMA Rank:	127	Population per Station:	10,925		
2000 Rev Rank:	160 of 173	2000 Revenue Change:	5.5%	Five-year revenue gain % (95-00):	45.5

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	6.6	6.9	7.6	8.4	9.1	9.6					
Yearly Growth Rate (95-00): 5.9% assigned											
Projected Revenue Estimates:							10.0	10.6	11.2	11.8	12.5
Revenue per Capita:	31.88	32.86	35.85	39.25	42.33	44.24					
Yearly Growth Rate (95-00): 5.0% assigned											
Projected Revenue per Capita:							45.87	48.40	50.91	53.39	56.31
Resulting Revenue Estimate:							10.5	11.1	11.7	12.4	13.1
Revenue as % of Retail Sales:	0.0028	0.0028	0.0030	0.0032	0.0034	0.0033					
Mean % (95-00) 0.0031											
Resulting Revenue Estimate:							9.5	10.0	10.5	11.0	11.5
MEAN REVENUE ESTIMATE:							10.0	10.6	11.1	11.7	12.4

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.207	0.210	0.212	0.214	0.215	0.217	0.218	0.219	0.220	0.221	0.222
Retail Sales (billions):	2.40	2.50	2.50	2.60	2.70	2.90	3.06	3.22	3.38	3.54	3.70

Market Profile

Below-the-Line Listening Shares:	0.0
Unlisted Station Listening:	16.0
Total Lost Listening:	16.0
Available Share Points:	84.0
Number of Viable Stations:	11.5
Average Share Points per Viable Station:	7.3
Rev. per Available Share Point:	\$114,286
Estimated Rev. for Mean Station:	\$834,288
Average HH Income:	\$39,043
Average Age:	34.9
Average Education:	12.5
Average Home Value:	\$52,700
Population Change (1999-2004):	2.8
Retail Sales Change (1999-2004):	31.1
Cable Penetration:	63.5
Number of Class B or C FMs:	11

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. KATP-F, KAEZ-F, KBZD-F, KQFX F/F and KPQZ-F do not participate so estimates were made. Managers predict 4% to 5% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$9,600,000	14.9	0.0033
Television	\$24,000,000	37.2	0.0083
Newspaper	\$26,000,000	40.3	0.0090
Outdoor	\$2,900,000	4.5	0.0010
Cable TV	\$2,000,000	3.1	0.0007
Media Totals:	\$64,500,000		0.0222

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Cumulus Media: KARX FM, KPUR FM, KPUR AM, KQIZ FM, KZRK FM, KZRK AM	\$3,550,000	37.0
2 Morris Communications: KGNC AM, KGNC FM	\$3,500,000	36.5
3 Clear Channel: KATP FM, KIXZ AM, KMML FM, KMXJ FM, KPRF FM	\$1,840,000	19.2
4 Michael Perry Stephens: KAEZ FM	\$260,000	2.7
5 Rodriguez Communications: KGRW FM, KQFX FM	\$190,000	2.0
6 Metropolitan Radio Group: KBZD FM, KTNZ AM	\$140,000	1.5

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KGNC AM	N/T	\$1,800,000	18.8
2 KGNC FM	C	\$1,700,000	17.7
3 KPUR FM	O	\$1,050,000	10.9
4 KZRK FM	AOR-NR	\$970,000	10.1
5 KARX FM	CL AOR	\$790,000	8.2
6 KPRF FM	CHR	\$700,000	7.3
7 KQIZ FM	CHR	\$620,000	6.5
8 KMML FM	C	\$390,000	4.1
9 KMXJ FM	AC/CHR	\$330,000	3.4
10 KATP FM	C	\$320,000	3.3
11 KAEZ FM	REL-CC	\$260,000	2.7
12 KQFX FF	SP-VA	\$190,000	2.0
13 KBZD FM	AOR-P	\$140,000	1.5
14 KPUR AM	SPRST	\$120,000	1.3
15 KIXZ AM	ST	\$100,000	1.0

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	90.7	\$6,993,000	(+8.9)
National:	9.3	\$719,000	(-17.6)

Note: Trade equals 2.4% of local. In 1999, it was 2.9%

Amarillo

Commerce and Industry

Important Businesses and Industries

Petrochemicals
Transportation
Agribusiness
Munitions

Fortune 500 Companies

Provident

Forbes 500 Companies

Forbes Largest Private Companies

Cactus Feeders

INC 500 Companies

Miller Paper

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	90.3	<\$20: 26.7	12-to-24 21.5
Black:	5.9	\$20-\$49.9: 40.4	25-to-54 51.9
Amer. Indian:	1.0	\$50-\$99.9: 26.2	55-plus 26.6
Asian/Pac. Isl.:	2.8	\$100+: 6.7	Non High School Grad: 23.1
Hispanic: *	17.5		High School Grad: 26.7
			College 1-3 years: 30.9
			College 4+ years: 19.2

Viable Stations

KAEZ-FM	KARX-FM	KATP-FM	KGNC-AM
KGNC-FM	KIXZ-AM	KMML-FM	KMXJ-FM
KPRF-FM	KPUR-FM	KQFX-FM	KQIZ-FM
KZRK-FM			

Colleges and Universities

(# of Students)

West Texas A&M U.	6,358
Amarillo Coll.	5,973
Frank Phillips Coll.	971
Total Students (FT & PT)	13,302

Competitive Media

Major Over the Air Television Calls

City of Lic.	Chan.	Net	Owner	LMA/JSA
Amarillo	2	PBS	Amarillo Jr. Coll.	
Amarillo	4	NBC	Quorum	
Amarillo	7	ABC	Marsh	
Amarillo	10	CBS	Panhandle	
Amarillo	14	FOX	Mission	Quorum
(JSA)				
Amarillo	36	TEL	Telemundo	
Amarillo	65	UPN	Mission	Quorum
(JSA)				

Best Golf Courses

Weather Data

NO WEATHER DATA AVAILABLE.

Major Daily Newspapers

AM	PM	Sun	Owner	
Amarillo Daily News; Amarillo Globe Times; Amarillo Sunday News-Globe	43,938	14,461	71,276	Morris Communications Corp.

Employment Breakdowns

By Industry		By Occupation		Unemployment	
1 Retail Trade	19,552 19.65%	Admin. Support/Clerical	15,459 15.54%	All of 1995	3.8%
2 Health Svcs.	9,336 9.38%	Sales	13,710 13.78%	All of 1996	3.9%
3 Educational Svcs.	8,449 8.49%	Professional	13,496 13.56%	All of 1997	3.9%
4 Construction	6,507 6.54%	Precis. Produc./Craft/Repair	12,567 12.63%	All of 1998	3.6%
5 Wholesale Trade	6,443 6.47%	Svc., Exclud. Protective & HH	12,213 12.27%	All of 1999	3.6%
6 Other Prof. Svcs.	6,417 6.45%	Exec., Admin. & Managerial	10,701 10.75%		
7 Fin., Ins. & Real Estate	6,331 6.36%	Transportation & Moving	4,975 5.00%		
8 Manufacturing, Durable Goods	5,934 5.96%	Machine Oprs., Fab., Assemb. & Inspec.	4,396 4.42%		
9 Manufac., Non-Durables	5,379 5.41%	Handlers, Cleaners, Help., Laborers	4,064 4.08%		
10 Transportation	4,842 4.87%	Technicians & Support	3,284 3.30%		
Total Metro Employees	99,506				
Top 10 Total Employees	79,190 79.58%				

Major Radio Station Sales

Major Radio Station Sales Since 1993

Year	Calls	From	To	Price	(E)
1993	KATP-F	Woods	Meyer-Baldrige	\$350,000	
1993	KLSF-F		Sold to owners of KIXZ, KMML-F	\$700,000	
1994	KAKS-AF (Canyon)			\$2,500,000	
1996	KATP-F	Sold by Ken Meyer		\$610,000	
(Included duopolies and combos)					
1996	KLLR-F (99.7)			\$325,000	
1997	KBUY-F		Champion	\$750,000	
1997	KIXZ/KMML-F/KQAC-F		Champion	\$1,500,000	
1997	KPOZ-F		Gary Acker	\$790,000	
1997	KTNZ (1010)		Cumulus	\$90,000	
1997	KARX-F		Cumulus	\$675,000	
1997	KQIZ-F		Cumulus	\$3,140,000	
1997	KZRK-AF		Cumulus	\$1,000,000	
1998	KPUR-AF		Cumulus	\$820,000	
9/8/99	KAEZ FM	KAEZ, Inc.	Michael Perry Stephens	\$750,000	
10/1/99	KBUY FM, KIXZ AM, KMML FM,				
	KNSY FM	AMFM	Clear Channel		
3/27/00	KGRW FM	Equicom	Rodriguez		Media Svcs
3/27/00	KQFX FM	Equicom	Rodriguez		Media Svcs
3/7/01	KATP FM	Cropper-McGuire	Clear Channel	\$1,500,000	

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2000 ARB Rank:	168	2000 Revenue:	\$16,700,000	Manager's Market Ranking (current):	2.5
2000 MSA Rank:	176	Rev per Share Point:	\$194,412	Manager's Market Ranking (future):	2.7
2000 DMA Rank:	154	Population per Station:	10,275		20
2000 Rev Rank:	116 of 173	2000 Revenue Change:	13.6%	Five-year revenue gain % (95-00):	31.5

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	12.7	13.0	13.7	14.5	14.7	16.7					
Yearly Growth Rate (95-00): 5.4% assigned											
Projected Revenue Estimates:							17.1	18.3	19.2	20.0	21.4
Revenue per Capita:	49.23	52.00	55.02	55.56	56.32	63.74					
Yearly Growth Rate (95-00): 4.9% assigned											
Projected Revenue per Capita:							63.57	66.30	67.85	69.44	72.54
Resulting Revenue Estimate:							17.9	19.2	20.1	20.9	22.4
Revenue as % of Retail Sales:	0.0037	0.0036	0.0036	0.0037	0.0037	0.0041					
Mean % (95-00) 0.0037											
Resulting Revenue Estimate:							15.8	16.5	17.2	17.8	18.5
MEAN REVENUE ESTIMATE:							16.9	18.0	18.8	19.6	20.8

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.258	0.250	0.249	0.261	0.261	0.262	0.269	0.276	0.283	0.288	0.295
Retail Sales (billions):	3.40	3.60	3.80	3.90	4.00	4.10	4.28	4.46	4.64	4.82	5.00

Market Profile

Below-the-Line Listening Shares:	3.9
Unlisted Station Listening:	10.2
Total Lost Listening:	14.1
Available Share Points:	85.9
Number of Viable Stations:	15.5
Average Share Points per Viable Station:	5.5
Rev. per Available Share Point:	\$194,412
Estimated Rev. for Mean Station:	\$1,069,266
Average HH Income:	\$56,790
Average Age:	33.0
Average Education:	13.3
Average Home Value:	\$109,700
Population Change (1999-2004):	10.3
Retail Sales Change (1999-2004):	20.5
Cable Penetration:	62.4
Number of Class B or C FMs:	12

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan and all viable stations cooperate. Managers predict 4% to 6% revenue gain in 2001. Over one half-million in political for 2000 will be hard to replace in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$16,700,000	18.6	0.0041
Television	\$33,900,000	37.8	0.0083
Newspaper	\$34,300,000	38.2	0.0084
Outdoor	\$1,500,000	1.7	0.0004
Cable TV	\$3,300,000	3.7	0.0008
Media Totals:	\$89,700,000		0.0219

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Morris Communications: KBRJ FM, KEAG FM, KFQD AM, KHAR AM, KMXS FM, KWHL FM	\$6,575,000	39.4
2 Clear Channel: KASH FM, KBFX FM, KENI AM, KGOT FM, KTZN AM, KYMG FM	\$6,410,000	38.4
3 New Northwest Broadcasters: KADX FM, KAXX AM, KFAT FM, KKRO FM, KQEZ FM, KRPM FM	\$2,160,000	12.9
4 Northern Television, Inc.: KBYR AM, KFSH AM, KNIK FM	\$750,000	4.5
5 Chinook Concert Broadcasters, Inc.: KASH AM, KLEF FM	\$575,000	3.4

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KBRJ FM	C	\$1,600,000	9.6
2 KEAG FM	O	\$1,550,000	9.3
3 KMXS FM	AC/CHR	\$1,525,000	9.1
4 KGOT FM	CHR	\$1,510,000	9.0
5 KWHL FM	AOR	\$1,420,000	8.5
6 KBFX FM	CL AOR	\$1,410,000	8.4
7 KENI AM	T/N	\$1,200,000	7.2
8 KYMG FM	AC	\$1,100,000	6.6
9 KASH FM	C	\$1,060,000	6.3
10 KFAT FM	CHR/U	\$700,000	4.2
11 KQEZ FM	SAC	\$610,000	3.7
12 KNIK FM	J	\$600,000	3.6
13 KLEF FM	CL	\$575,000	3.4
14 KKRO FM	CL AOR	\$520,000	3.1
15 KFQD AM	T	\$260,000	1.6
16 KRPM FM	CL HITS	\$230,000	1.4
17 KHAR AM	ST	\$220,000	1.3
18 KBYR AM	T	\$150,000	0.9
19 KTZN AM	SPRTS	\$130,000	0.8
20 KAXX AM	SPRTS	\$100,000	0.6

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	91.4	\$15,294,000	(+8.4)
National:	8.6	\$1,448,000	(+16.3)

Note: Trade equals 7.0% of local. In 1999, it was 4.5%

Anchorage

Commerce and Industry

Important Businesses and Industries

Government
Tourism
Oil and Gas
Fishing

Fortune 500 Companies

Provident

Forbes 500 Companies

Forbes Largest Private Companies

INC 500 Companies

Alaskan Automotive Distributing

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	80.1	<\$20: 11.6	12-to-24: 22.0
Black:	6.2	\$20-\$49.9: 28.5	25-to-54: 66.3
Amer. Indian:	7.1	\$50-\$99.9: 35.2	55-plus: 11.7
Asian/Pac. Isl.:	6.6	\$100+: 24.7	Non High School Grad: 9.7
Hispanic: *	5.3		High School Grad: 25.5
			College 1-3 years: 38.4
			College 4+ years: 26.4

Viable Stations

KASH-FM	KBFX-FM	KBRJ-FM	KEAG-FM
KENI-AM	KFAT-FM	KFQD-AM	KGOT-FM
KHAR-AM	KKRO-FM	KLEF-FM	KMXS-FM
KNIK-FM	KQEZ-FM	KRPM-FM	KWHL-FM
KYMG-FM			

Competitive Media

Major Over the Air Television Calls

City of Lic.	Chan.	Net	Owner	LMA/JSA
Anchorage	2	NBC	Zaser Longston	
Anchorage	4	FOX	GOCOM	
Anchorage	5	UPN	Fireweed	
Anchorage	7	PBS	AK PTV	
Anchorage	11	CBS	Media News	
Anchorage	13	ABC	Smith	
Ketchikan	25	FOX	Pioneer Printing	

Colleges and Universities

(# of Students)

U. of Alaska Anchorage	14,998
Alaska Pacific U.	551
Total Students (FT & PT)	15,549

Best Golf Courses

Elmendorf AFB Course, Anchorage GC, Moose Run, Eagleleg

Weather Data

Elevation:		92
Annual Precipitation:		14.6 in.
Annual Snowfall:		69.8 in.
Average Windspeed:		6.6 (N)
	JAN	JUL
Avg. Max. Temp:	20.0	65.6
Avg. Min. Temp:	3.5	50.1
Average Temp:	11.8	57.9
	YEAR	
		43.1
		26.9
		35.0

Major Daily Newspapers

AM	PM	Sun	Owner
Anchorage Daily News	70,289	88,147	McClatchy Co.

Employment Breakdowns

By Industry

1 Retail Trade	21,768	16.69%
2 Public Administration	15,359	11.78%
3 Other Prof. Svcs.	12,205	9.36%
4 Transportation	10,572	8.11%
5 Health Svcs.	9,508	7.29%
6 Educational Svcs.	9,370	7.19%
7 Fin., Ins. & Real Estate	8,263	6.34%
8 Construction	7,436	5.70%
9 Business & Repair Svcs.	6,864	5.26%
10 Mining	6,188	4.75%
Total Metro Employees	130,397	
Top 10 Total Employees	107,533	82.47%

By Occupation

Admin. Support/Clerical	24,235	18.59%
Professional	21,679	16.63%
Exec., Admin. & Managerial	20,454	15.69%
Svc., Exclud. Protective & HH	15,108	11.59%
Sales	14,668	11.25%
Precis. Produc./Craft/Repair	12,588	9.65%
Technicians & Support	6,770	5.19%
Handlers, Cleaners, Help., Laborers	4,319	3.31%
Transportation & Moving	3,893	2.99%
Machine Oprs., Fab., Assemb. & Inspec.	2,490	1.91%

Unemployment

Jul 90:	5.3% (state)
Jul 91:	6.7% (state)
Jul 92:	7.8% (state)
Jul 93:	5.5%
Jul 94:	5.5%
All of 1995	5.2%
All of 1996	5.5%
All of 1997	5.8%
All of 1998	4.1%
All of 1999	4.5%

Major Radio Station Sales

Major Radio Station Sales Since 1992

Year	Calls	From	To	Price	(E)
1992	KHAR, KBRJ-F		Roy Paschal	\$800,000	
1992	KYAK, KGOT-F	receivership	Comm. Pacific	\$700,000	
1993	KYAK, KGOT-F	Olympia	McCaw	\$625,000	
1993	KBFX-F		Community Pacific	\$1,300,000	
1993	KEAG-F		Tom Ingstad	\$285,000	
1994	KENI		Community Pacific	\$800,000	
1996	KEAG-F	Sold by Tom Ingstad		\$2,500,000	
1996	KHAR, KBRJ-F		KWHL-F owner	\$900,000	
1996	KENI	Comm. Pacific	Capstar	\$1,600,000	
1996	KASH-AM	Comm. Pacific	Capstar	\$3,500,000	
1996	KBFX-F	Comm. Pacific	Capstar	\$2,400,000	
1997	KYAK/KGOT-F/KYMG-F	McCaw	Capstar		
1997	KASH (1080)	Sold by Capstar		\$135,000	
1997	KKRO-F	T. Ingstad	Pioneer	\$1,350,000	
1998	KHAR/KBRJ-F/KFQD/KEAG-F/KMXS-F/KWHL-F	Pioneer	Morris	\$33,000,000	
4/16/99	KFAT FM	C. Coleman	New Northwest	\$1,500,000 w FM CP in Houston, AK	
4/29/99	KMBQ FM	Garry Buell	Clyde Boyer		
5/17/99	KKRO FM	Williams Corp.	New Northwest	\$1,300,000	
5/17/99	KQEZ FM	Ubik Corp.	New Northwest	\$1,100,000	
2/15/00	KMBQ FM	Clyde Boyer	John Klapperich	\$360,000	
3/8/00	KBYR AM	Northern Television	Media News Group	With FM CP, KTVA-TV: \$2,133,450	

Appleton-Oshkosh-Neenah

2000 ARB Rank:	134	2000 Revenue:	\$17,100,000	Manager's Market Ranking (current):	3.5	
2000 MSA Rank:	144	Rev per Share Point:	\$289,340	Manager's Market Ranking (future):	3.8	
2000 DMA Rank:	69 (Green Bay)	Population per Station:	18,106	16	Five-year revenue gain % (95-00):	51.3
2000 Rev Rank:	112 of 173	2000 Revenue Change:	8.9%			

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	11.3	12.0	13.0	14.2	15.7	17.1					
Yearly Growth Rate (95-00): 6.5% assigned											
Projected Revenue Estimates:							17.9	19.0	20.3	21.9	23.4
Revenue per Capita:	33.43	35.09	37.46	40.23	44.10	47.63					
Yearly Growth Rate (95-00): 5.9% assigned											
Projected Revenue per Capita:							49.45	52.06	55.16	58.87	62.40
Resulting Revenue Estimate:							18.7	19.9	21.3	22.9	24.5
Revenue as % of Retail Sales:	0.0031	0.0031	0.0033	0.0033	0.0034	0.0034					
Mean % (95-00) 0.0033											
Resulting Revenue Estimate:							17.6	18.6	19.7	20.7	21.8
MEAN REVENUE ESTIMATE:							18.1	19.2	20.4	21.9	23.2

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.338	0.342	0.347	0.353	0.356	0.359	0.362	0.365	0.368	0.372	0.375
Retail Sales (billions):	3.60	3.90	4.00	4.30	4.60	5.00	5.32	5.64	5.96	6.28	6.60

Market Profile

Below-the-Line Listening Shares:	26.8
Unlisted Station Listening:	14.1
Total Lost Listening:	40.9
Available Share Points:	59.1
Number of Viable Stations:	10.5
Average Share Points per Viable Station:	5.6
Rev. per Available Share Point:	\$289,340
Estimated Rev. for Mean Station:	\$1,620,304
Average HH Income:	\$53,888
Average Age:	35.1
Average Education:	12.1
Average Home Value:	\$62,400
Population Change (1999-2004):	4.5
Retail Sales Change (1999-2004):	36.5
Cable Penetration:	N/A
Number of Class B or C FMs:	6

Confidence Levels

2000 Revenue Estimates:	Below Normal
2001-to-2005 Revenue Estimates:	Below Normal

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$17,100,000	21.1	0.0034
Television	\$28,500,000	35.1	0.0057
Newspaper	\$30,800,000	37.9	0.0062
Outdoor	\$2,600,000	3.2	0.0005
Cable TV	\$2,200,000	2.7	0.0004
Media Totals:	\$81,200,000		0.0162

Note: Use Newspaper and Outdoor estimates with caution. Split DMA with Green Bay. TV revenue is estimate of Appleton's share. Total TV revenue for DMA is estimated at \$57,600,000.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Midwest Communications: WNCY FM, WOZZ FM, WROE FM	\$5,050,000	29.5
2 Woodward Communications, Inc.: WAPL FM, WHBY AM	\$4,800,000	28.1
3 Cumulus Media: WNAM AM, WOSH AM, WVBO FM, WWWX FM	\$3,590,000	21.0
4 Midwest Dimensions, Inc.: WPKR FM	\$1,150,000	6.7
5 Brooker Broadcasting: WECB FM	\$300,000	1.8
6 Pacer Radio: WJOK AM, WMBE AM	\$170,000	1.0
7 Winnebago Broadcasting, Inc.: WRJQ AM	\$130,000	0.8

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WAPL FM	AOR	\$3,400,000	19.9
2 WNCY FM	C	\$2,500,000	14.6
3 WVBO FM	O	\$1,600,000	9.4
4 WHBY AM	FS	\$1,400,000	8.2
5 WOZZ FM	CL AOR	\$1,300,000	7.6
6 WROE FM	SAC	\$1,250,000	7.3
7 WPKR FM	C	\$1,150,000	6.7
8 WWWX FM	AOR	\$850,000	5.0
9 WNAM AM	ST	\$620,000	3.6
10 WOSH AM	T	\$520,000	3.0
11 WECB FM	CL HITS	\$300,000	1.8
12 WJOK AM	SPRTS	\$170,000	1.0
13 WRJQ AM	ST	\$130,000	0.8

NOTE: Some revenue is derived from the Green Bay market, but more is taken out than put in by Green Bay stations.

Appleton-Oshkosh-Neenah

Commerce and Industry

Important Businesses and Industries

Paper
Farm Machinery
Knitting Mills
Printing

Fortune 500 Companies

Aid Assoc. for Lutherans 477

Forbes 500 Companies

Forbes Largest Private Companies

Kohler
Menasha

INC 500 Companies

Alta Resources

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	96.6	<\$20: 15.6	12-to-24 21.6
Black:	0.5	\$20-\$49.9: 33.7	25-to-54 53.3
Amer. Indian:	1.0	\$50-\$99.9: 39.4	55-plus 25.1
Asian/Pac. Isl.:	1.9	\$100+: 11.4	Non High School Grad: 18.8
Hispanic: *	1.1		High School Grad: 42.0
			College 1-3 years: 22.3
			College 4+ years: 16.9

Viable Stations

WAPL-FM	WECB-FM	WHBY-AM	WNAM-AM
WNCY-FM	WOSH-AM	WOZZ-FM	WPKR-FM
WROE-FM	WVBO-FM	WWWX-FM	

Colleges and Universities

	(# of Students)
U. of Wisconsin-Oshkosh	10,477
Moraine Park Technical Coll.	3,043
Marian C of Fond du Lac	2,157
U. of Wisconsin-Fox Valley	1,328
Lawrence U.	1,195
U. of Wisconsin-Fond du Lac	482
Total Students (FT & PT)	18,682

Competitive Media

Major Over the Air Television

See Green Bay

Major Daily Newspapers

	AM	PM	Sun	Owner
The Post-Crescent		56,218	74,804	Gannett Co. Inc.
Oshkosh Northwestern	23,511		27,309	Thomson Newspapers

Best Golf Courses

Blackwolf Run (Kohler)

Weather Data

NO WEATHER DATA AVAILABLE.

Employment Breakdowns

By Industry

1 Manufac., Non-Durables	32,920	18.26%
2 Retail Trade	30,544	16.95%
3 Manufacturing, Durable Goods	23,987	13.31%
4 Health Svcs.	13,412	7.44%
5 Educational Svcs.	13,202	7.32%
6 Fin., Ins. & Real Estate	10,087	5.60%
7 Construction	8,874	4.92%
8 Other Prof. Svcs.	8,501	4.72%
9 Business & Repair Svcs.	6,964	3.86%
10 Wholesale Trade	6,914	3.84%

By Occupation

Admin. Support/Clerical	27,202	15.09%
Machine Oprs., Fab., Assemb. & Inspec.	21,842	12.12%
Precis. Produc./Craft/Repair	21,771	12.08%
Professional	21,571	11.97%
Svc., Exclud. Protective & HH	19,998	11.09%
Sales	19,424	10.78%
Exec., Admin. & Managerial	17,967	9.97%
Handlers, Cleaners, Help., Laborers	8,454	4.69%
Transportation & Moving	7,337	4.07%
Technicians & Support	6,252	3.47%

Unemployment

Jul 92:	4.7%
Jul 93:	3.8%
Jul 94:	3.5%
Jul 95:	2.6%
Jul 96:	2.5%
All of 1995	3.1%
All of 1996	2.8%
All of 1997	3.0%
All of 1998	2.7%
All of 1999	2.3%

Total Metro Employees 180,252

Top 10 Total Employees 155,405 86.22%

Major Radio Station Sales

Major Radio Station Sales Since 1993

Year	Calls	From	To	Price	(E)
1993	WOZZ-F	Martin	Midwest Comm.	\$1,400,000	
1993	WQWM			\$380,000	
1994	WNFL, WKFX-F	Sold by Wincom	Central States	\$1,400,000	
1994	WKFX-F	Sold by Central States		\$1,900,000	
1994	WEMI-F (Menasha)		Central States	\$2,000,000	
1996	WOGB-F		Mid-West Family	\$500,000	
	(103.1, Kaukauna)				
1996	WNAM, WUSW-F		Mid-West Family	\$1,200,000	
1996	WNFL, WNCY-F, WROE-F	Central States	Midwestern Commun.	\$10,700,000	
1997	WNAM/WOSH/ WOGB-F/WUSW-F/WVBO-F				
		Mid-West Family	Cumulus	\$11,800,000	
1998	WRJQ			\$140,000	
1998	WAUN-F			\$105,000	
2/22/99	WSGC AM			\$398,000	

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2000 ARB Rank:	179	2000 Revenue:	\$10,300,000	Manager's Market Ranking (current):	3.1
2000 MSA Rank:	200	Rev per Share Point:	\$223,913	Manager's Market Ranking (future):	3.5
2000 DMA Rank:	35 (w/Greenvl-Spartanburg)	Population per Station:	23,125		
2000 Rev Rank:	156 of 173	2000 Revenue Change:	9.6%	Five-year revenue gain % (95-00):	58.5

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	6.5	6.9	7.9	8.6	9.4	10.3					
Yearly Growth Rate (95-00): 5.9% assigned											
Projected Revenue Estimates:							10.7	11.2	12.0	13.1	14.3
Revenue per Capita:	31.25	32.55	36.92	40.19	43.52	47.25					
Yearly Growth Rate (95-00): 4.5% assigned											
Projected Revenue per Capita:							48.64	50.45	53.57	58.22	63.00
Resulting Revenue Estimate:							11.2	11.7	12.6	13.7	15.0
Revenue as % of Retail Sales:	0.0030	0.0030	0.0033	0.0034	0.0035	0.0034					
Mean % (95-00) 0.0033											
Resulting Revenue Estimate:							10.5	11.1	11.7	12.3	12.9
MEAN REVENUE ESTIMATE:							10.8	11.3	12.1	13.0	14.0

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.208	0.212	0.214	0.214	0.216	0.218	0.220	0.222	0.224	0.225	0.227
Retail Sales (billions):	2.20	2.30	2.40	2.50	2.70	3.00	3.18	3.36	3.54	3.72	3.90

Market Profile

Below-the-Line Listening Shares:	23.9
Unlisted Station Listening:	30.1
Total Lost Listening:	54.0
Available Share Points:	46.0
Number of Viable Stations:	5.5
Average Share Points per Viable Station:	8.4
Rev. per Available Share Point:	\$223,913
Estimated Rev. for Mean Station:	\$1,880,869
Average HH Income:	\$38,618
Average Age:	39.6
Average Education:	11.4
Average Home Value:	\$63,500
Population Change (1999-2004):	4.2
Retail Sales Change (1999-2004):	37.8
Cable Penetration:	N/A
Number of Class B or C FMs:	1

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$10,300,000	28.9	0.0034
Television	\$25,300,000	71.1	0.0084
Newspaper			
Outdoor			
Cable TV			
Media Totals:	\$35,600,000		0.0119

Note: Use Newspaper and Outdoor estimates with caution. Split DMA with Greenville-Spartanburg. TV revenue is estimate of Asheville's share. Total TV revenue for DMA is estimated at \$117,300,000.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: WKSF FM, WWNC AM	\$7,400,000	71.8
2 Orion Communications, Ltd.: WZLS FM	\$1,100,000	10.7
3 Blue Dolphin Commun.: WMXF AM, WQNS FM, WQNS FM, WTZY AM	\$1,000,000	9.7
4 Mountain Valley Media, Inc.: WISE AM, WTZQ AM	\$650,000	6.3

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WKSF FM	C	\$5,700,000	55.3
2 WWNC AM	C/FS	\$1,700,000	16.5
3 WZLS FM	AOR	\$1,100,000	10.7
4 WQNS FF	CL AOR	\$700,000	6.8
5 WISE AM	ST	\$650,000	6.3
6 WTZY AM	T	\$300,000	2.9

2000 ARB Rank:	11	2000 Revenue:	\$369,000,000	Manager's Market Ranking (current):	4.9
2000 MSA Rank:	8	Rev per Share Point:	\$4,174,208	Manager's Market Ranking (future):	4.5
2000 DMA Rank:	10	Population per Station:	114,139		
2000 Rev Rank:	6 of 173	2000 Revenue Change:	15.6%	Five-year revenue gain % (95-00):	117.1

Revenue History and Projections

	Radio Revenue History					Radio Revenue Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	170.0	194.0	222.0	256.1	319.3	369.0					
Yearly Growth Rate (95-00): 8.7% assigned											
Projected Revenue Estimates:							392.9	424.4	450.0	476.9	515.0
Revenue per Capita:	48.85	54.19	60.33	67.22	81.45	91.88					
Yearly Growth Rate (95-00): 6.7% assigned											
Projected Revenue per Capita:							95.55	100.86	104.55	108.39	114.55
Resulting Revenue Estimate:							411.4	444.3	471.2	499.3	539.2
Revenue as % of Retail Sales:	0.0041	0.0043	0.0047	0.0051	0.0058	0.0062					
Mean % (95-00) 0.0050											
Resulting Revenue Estimate:							321.5	345.0	368.5	392.0	415.5
MEAN REVENUE ESTIMATE:							375.3	404.6	429.9	456.1	489.9

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	3.480	3.580	3.680	3.810	3.920	4.016	4.112	4.208	4.304	4.400	4.496
Retail Sales (billions):	41.20	44.60	47.20	50.70	54.90	59.60	64.30	69.00	73.70	78.40	83.10

Market Profile

Below-the-Line Listening Shares:	0.0
Unlisted Station Listening:	11.6
Total Lost Listening:	11.6
Available Share Points:	88.4
Number of Viable Stations:	20.0
Average Share Points per Viable Station:	4.4
Rev. per Available Share Point:	\$4,174,208
Estimated Rev. for Mean Station:	\$18,366,515
Average HH Income:	\$52,734
Average Age:	34.8
Average Education:	11.9
Average Home Value:	\$88,800
Population Change (1999-2004):	12.2
Retail Sales Change (1999-2004):	42.8
Cable Penetration:	70.6
Number of Class B or C FMs:	13

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan and all viable stations cooperate. Managers predict 7% to 8% revenue growth in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$369,000,000	26.5	0.0062
Television	\$540,000,000	38.7	0.0091
Newspaper	\$415,000,000	29.7	0.0070
Outdoor	\$45,000,000	3.2	0.0008
Cable TV	\$26,000,000	1.9	0.0004
Media Totals:	\$1,395,000,000		0.0234

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Cox Radio: WALR FM, WBTS FM, WFOX FM, WSB AM, WSB FM	\$130,600,000	35.4
2 Clear Channel: WCOH AM, WGST AM, WHEL FM, WKLS FM, WLDA FM, WPCH FM	\$62,100,000	16.8
3 CBS/Infinity: WAOK AM, WAZJ AM, WVEE FM, WZGC FM	\$59,800,000	16.2
4 Jefferson-Pilot: WQXI AM, WSTR FM	\$34,500,000	9.3
5 ABC Inc.: WDWD AM, WKHX FM, WYAY FM	\$33,000,000	8.9
6 Susquehanna: WNNX FM	\$23,550,000	6.4
7 Radio One: WAMJ FM, WHTA FM	\$19,300,000	5.2
8 Midwestern Broadcasting Co.: WALR AM, WCNN AM	\$3,300,000	0.9
9 Beasley Broadcast Group: WAEC AM, WWWE AM	\$1,650,000	0.4
10 Multicultural: WATB AM	\$400,000	0.1

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WSB AM	FS/T	\$43,000,000	11.7
2 WVEE FM	B	\$38,800,000	10.5
3 WSTR FM	CHR	\$32,000,000	8.7
4 WALR FM	B/AC	\$31,000,000	8.4
5 WSB FM	AC	\$24,000,000	6.5
6 WNNX FM	AOR-NR	\$23,550,000	6.4
7 WKLS FM	AOR	\$23,500,000	6.4
8 WKHX FM	C	\$22,400,000	6.1
9 WGST AM	T/N	\$19,500,000	5.3
10 WPCH FM	SAC	\$19,000,000	5.1
11 WFOX FM	O	\$18,000,000	4.9
12 WZGC FM	CL AOR	\$17,200,000	4.7
13 WHTA FM	B	\$13,000,000	3.5
14 WYAY FM	C	\$10,000,000	2.7
15 WJZF FM	J	\$7,300,000	2.0
16 WAMJ FM	B/O	\$6,300,000	1.7
17 WBTS FM	CHR	\$4,000,000	1.1
18 WAOK AM	B/G	\$3,800,000	1.0
19 WQXI AM	SPRTS	\$2,500,000	0.7
20 WCNN AM	N	\$1,800,000	0.5
21 WALR AA	B/G	\$1,500,000	0.4
22 WWWE AM	E	\$1,100,000	0.3
23 WDWD AM	KIDS	\$600,000	0.2
24 WAEC AM	REL	\$550,000	0.1
25 WATB AM	E	\$400,000	0.1
26 WLDA FM	CHR/U	\$100,000	0.0

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	75.1	\$275,401,000	(+14.0)
National:	24.9	\$91,475,000	(+19.0)

NOTE: WJZF-F figures show the estimated revenue when the frequency was using the Jazz format. As of 9/00, the 104.1 switched from its Smooth Jazz format to become WALR-FM (ex-104.7). The 104.7 is now owned by Salem.

Atlanta

Commerce and Industry

Important Businesses and Industries

Distribution
Transportation
Textiles
Aircraft
Auto Electronics
Electronics
Glass

Fortune 500 Companies

Home Depot 23
United Parcel Service 52
BellSouth 66
Southern 76
Georgia-Pacific 84
Coca-Cola 93
Delta Air Lines 123
Coca-Cola Enterprises 128
SunTrust Banks 221
Genuine Parts 229
First Data 313
Cox Communications 466

Forbes 500 Companies

BellSouth
Coca-Cola Enterprises
Cox Communications
Delta Air Lines
First Data
Genuine Parts
Georgia-Pacific Group
Home Depot
Mirant
Scientific-Atlanta
Southern Company
SunTrust Banks
United Parcel Service
Coca-Cola

Forbes Largest Private Companies

AFC Enterprises
Avondale
Cox Enterprises
Euramax International
National Distributing
Printpack
RaceTrac Petroleum
Riverwood International
RTM Restaurant Group
Simmons
Southwire
Watkins Associated Industries

INC 500 Companies

2 Places at 1 Time
Aligent
Coalition America
CodeSoft International
Datamatics Consultants
Enterprise Development Services
ExpressPay
Fiberworks
FirstPro
IntelliNet
Kelmax Equipment
Logical Choice Technologies
Lynk Systems
MDP
Network One (and more)

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	70.9	<\$20: 15.4	12-to-24 21.4
Black:	25.9	\$20-\$49.9: 30.9	25-to-54 60.2
Amer. Indian:	0.2	\$50-\$99.9: 35.8	55-plus 18.4
Asian/Pac. Isl.:	3.0	\$100+: 17.9	Non High School Grad: 20.6
Hispanic: *	3.7		High School Grad: 27.3
			College 1-3 years: 26.1
			College 4+ years: 26.0

Viable Stations

WALR-AA	WALR-FM	WAMJ-FM	WAOK-AM
WBTS-FM	WCNN-AM	WFOX-FM	WGST-AM
WHTA-FM	WJZF-FM	WKHX-FM	WKLS-FM
WMXV-FM	WNNX-FM	WPCH-FM	WQXI-AM
WSB-AM	WSB-FM	WSTR-FM	WVEE-FM
WYAY-FM	WZGC-FM		

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WSB-TV	Atlanta	2	ABC	Cox	
WAGA	Atlanta	5	FOX	Fox	
WGTV	Athens	8	PBS	GA PTV	
WXIA-TV	Atlanta	11	NBC	Gannett	
WPXA	Rome	14	PAX	Paxson	
WTBS	Atlanta	17	IND	Turner	
WPBA	Atlanta	30	PBS	Atlanta Brd. Of Ed.	
WHOT-TV	Athens	34	IND	USA	
WATL	Atlanta	36	WB	Tribune	
WGCL-TV	Atlanta	46	CBS	Meredith	
WUPA	Atlanta	69	UPN	Paramount	

Major Daily Newspapers

	AM	PM	Sun	Owner
Constitution; Journal; Journal and Constitution	307,667	100,992	668,534	Cox Newspapers Inc.

Colleges and Universities

(# of Students)

U. of Georgia	29,811
Georgia State U.	23,760
Georgia Inst. of Tech.	13,611
Georgia Perimeter Coll.	12,822
Emory U.	11,156
Clark Atlanta U.	5,410
Clayton College and State U. (and more)	4,274
Total Students (FT & PT)	132,760

Best Golf Courses

Atlanta CC, Eagles Landing, Peachtree, Pine Isle, Standard Club, Atlanta Athletic (Highlands), Atlanta National, Golf Club of GA

Weather Data

Elevation:	1010		
Annual Precipitation:	48.66 in.		
Annual Snowfall:	1.50 in.		
Average Windspeed:	9.10 (NW)		
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	51.4	86.5	70.3
Avg. Min. Temp:	33.4	69.4	51.3
Average Temp:	42.4	78.0	60.8

Employment Breakdowns

By Industry

1 Retail Trade	348,734	16.51%
2 Fin., Ins. & Real Estate	180,154	8.53%
3 Manufacturing, Durable Goods	163,307	7.73%
4 Construction	154,905	7.33%
5 Wholesale Trade	144,500	6.84%
6 Manufac., Non-Durables	142,714	6.76%
7 Other Prof. Svcs.	137,458	6.51%
8 Transportation	137,339	6.50%
9 Educational Svcs.	136,268	6.45%
10 Business & Repair Svcs.	132,427	6.27%
Total Metro Employees	2,112,418	
Top 10 Total Employees	1,677,806	79.43%

By Occupation

Admin. Support/Clerical	383,290	18.14%
Exec., Admin. & Managerial	332,367	15.73%
Sales	297,600	14.09%
Professional	278,165	13.17%
Precis. Produc./Craft/Repair	231,468	10.96%
Svc., Exclud. Protective & HH	178,258	8.44%
Machine Oprs., Fab., Assemb. & Inspec.	108,475	5.14%
Technicians & Support	82,558	3.91%
Transportation & Moving	80,923	3.83%
Handlers, Cleaners, Help., Laborers	76,437	3.62%

Unemployment

Jul 90:	5.1%
Jul 91:	5.1%
Jul 92:	6.8%
Jul 93:	4.9%
Jul 94:	4.9%
All of 1995	4.3%
All of 1996	3.8%
All of 1997	3.7%
All of 1998	3.3%
All of 1999	3.1%

Major Radio Station Sales

Major Radio Station Sales Since 1990

Year	Calls	From	To	Price	(E)
1990	WIGO	Sold by Brunson		\$2,250,000	
1992	WCNN, WALR-F		Lew Dickey	\$6,000,000	
1992	WZGC-F	Cook Inlet	Infinity	\$45,000,000	
1993	WYAY-F	NewCity	Cap Cities/ABC	\$19,000,000	
1993	WYAI-F	NewCity	Cox	\$8,000,000	
1994	WAOK, WVEE-F	Summit	Granum	\$91,300,000	
1994	WQUL-F (Griffin)		Almic (move in)	\$4,500,000	
1995	WFOX-F	Shamrock	Chancellor	\$45,000,000	
1995	WKHX A/F, WYAY-F	Cap Cities/ABC	Disney/ABC	\$105,000,000	
1995	WGKA		Roy Henderson	\$1,050,000	
1996	WKLS-F	Citicasters	Jacor	\$84,600,000	
1996	WAOK	Granum	Infinity	\$6,000,000	
1996	WVEE-F	Granum	Infinity	\$172,000,000	
1996	WAOK	Infinity	Westinghouse	\$8,000,000	
1996	WVEE-F	Infinity	Westinghouse	\$210,000,000	
1996	WZGC-F	Infinity	Westinghouse	\$105,000,000	
1996	WGKA			\$2,000,000	
1996	WALR		Midwestern Bcstg.	\$586,000	
1996	WHMA-AF (Anniston, AL)		Susquehanna for Atl. move in	\$15,000,000	
1996	WFOM (Marietta)		Midwestern Bcstg.	\$450,000	
1998	WGST-F	McClure	Jacor	\$30,000,000	
1998	WERD (1160)			\$2,400,000	
1998	WWWE (1100: Carrollton)		Forus	\$475,000	
1998	WATB		Freedom Net	\$525,000	
1998	WVNF		Genesis	\$275,000	
1998	WSSA (1570; Morrow)		Saints	\$380,000	
1998	WPCH-F/WKLS-F/WGST	Jacor	Clear Channel		
1998	WAMJ-F		Radio One	\$100,000	
1/5/99	WCOH AM		Jacor	Group: \$4,400,000	
1/5/99	WMKJ FM		Jacor	Group: \$4,400,000	
5/6/99	WNGC FM	Clarke	Cox Radio	\$78,000,000	
8/17/99	WNIV AM, WLTA AM	Genesis	Salem	\$8,000,000	
8/30/99	WAEC AM, WWWE AM	Forus Communications	Beasley	\$10,000,000	
8/30/99	WFOX FM	AMFM	Cox Radio		plus 12 other stations, for KFI and KOST, Los Angeles
12/20/99	WGKA AM	JW Broadcasting, Inc.	Salem	\$8,000,000	
3/16/00	WATBAM	Freedom Network	Multicultural	Group transaction: \$12,000,000	
6/8/00	WALR FM	Cox Radio	Salem		
6/8/00	WALR FM	Midwestern	Cox Radio	\$280,000,000	
3/7/01	WAZX AM-FM	GA-Mex Broadcasting, Inc.	GA-Mex		
	Bernie Eisenstein sells all but 2.5% of his ownership to his partner Javier Macias				

Atlantic City-Cape May

2000 ARB Rank:	137	2000 Revenue:	\$19,800,000	Manager's Market Ranking (current):	2.6
2000 MSA Rank:	145	Rev per Share Point:	\$279,661	Manager's Market Ranking (future) :	3.3
2000 DMA Rank:	4 (Philadelphia)	Population per Station:	14,330	20	
2000 Rev Rank:	104 of 173	2000 Revenue Change:	13.8%	Five-year revenue gain % (95-00):	47.8

Revenue History and Projections

	Radio Revenue History					Radio Revenue Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	13.4	14.0	15.0	16.1	17.4	19.8					
Yearly Growth Rate (95-00): 5.7% assigned											
Projected Revenue Estimates:							21.0	22.4	24.1	26.0	28.3
Revenue per Capita:	40.36	41.79	44.64	47.77	51.33	58.07					
Yearly Growth Rate (95-00): 4.6% assigned											
Projected Revenue per Capita:							61.22	64.93	69.45	74.50	80.63
Resulting Revenue Estimate:							22.0	23.5	25.2	27.2	29.6
Revenue as % of Retail Sales:	0.0025	0.0025	0.0027	0.0027	0.0029	0.0031					
Mean % (95-00) 0.0027											
Resulting Revenue Estimate:							18.0	19.1	20.1	21.1	22.1
MEAN REVENUE ESTIMATE:							20.3	21.6	23.1	24.8	26.7

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.332	0.335	0.336	0.337	0.339	0.341	0.343	0.345	0.347	0.349	0.351
Retail Sales (billions):	5.30	5.50	5.60	5.90	6.10	6.30	6.68	7.06	7.44	7.82	8.20

Market Profile

Below-the-Line Listening Shares:	19.8
Unlisted Station Listening:	9.4
Total Lost Listening:	29.2
Available Share Points:	70.8
Number of Viable Stations:	14.0
Average Share Points per Viable Station:	5.1
Rev. per Available Share Point:	\$279,661
Estimated Rev. for Mean Station:	\$1,426,271
Average HH Income:	\$44,190
Average Age:	38.4
Average Education:	12.1
Average Home Value:	\$107,700
Population Change (1999-2004):	2.9
Retail Sales Change (1999-2004):	28.2
Cable Penetration:	N/A
Number of Class B or C FMs:	6

Confidence Levels

2000 Revenue Estimates:	
2001-to-2005 Revenue Estimates:	
Comments: Market now reports to Miller, Kaplan. Managers predict 10% revenue growth in 2001.	

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$19,800,000	22.3	0.0031
Television	\$28,600,000	32.2	0.0045
Newspaper	\$33,300,000	37.5	0.0053
Outdoor	\$7,000,000	7.9	0.0011
Cable TV			
Media Totals:	\$88,700,000		0.0141

Note: Use Newspaper and Outdoor estimates with caution. Part of Philadelphia DMA. TV revenue is Atlantic City's estimated contribution to the total TV revenue for DMA. Total DMA TV revenue is estimated at \$716,000,000.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Equity Communications: WAYV FM, WCMC AM, WZXL FM	\$4,800,000	24.2
2 Millenium Radio Group: WFPG FM, WFPG AM, WPUR FM	\$3,200,000	16.2
3 Green Group: WGYM AM, WMGM FM, WOND AM, WONZ AM, WTKU FM	\$3,340,000	16.9
4 Margate Communications, LP: WGBZ FM, WMID AM, WSAX FM, WTTH FM, WZBZ FM	\$2,600,000	13.1
5 Ocean Broadcasting: WKOE FM	\$970,000	4.9
6 Parinello Enterprises, Inc.: WJSE FM	\$940,000	4.7
7 DiDonato Enterprises, Inc.: WCZT FM	\$650,000	3.3
8 Press Communications, LLC: WBSS FM	\$520,000	2.6

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WAYV FM	AC/CHR	\$2,800,000	14.1
2 WFPG FM	AC	\$2,100,000	10.6
3 WZXL FM	AOR	\$2,000,000	10.1
4 WTTH FF	B/AC	\$1,700,000	8.6
5 WMGM FM	CL HITS	\$1,500,000	7.6
6 WPUR FM	C	\$1,100,000	5.6
7 WTKU FM	O	\$1,100,000	5.6
8 WKOE FM	AC/NR	\$970,000	4.9
9 WJSE FM	AOR-NR	\$940,000	4.7
10 WZBZ FF	CHR/U	\$900,000	4.5
11 WCZT FM	AC	\$650,000	3.3
12 WOND AM	T	\$540,000	2.7
13 WBSS FM	T	\$520,000	2.6

Atlantic City-Cape May

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Tourism Clothing	Provident			

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	80.0	<\$20: 21.6	12-to-24 18.5
Black:	16.6	\$20-\$49.9: 36.9	25-to-54 50.5
Amer. Indian:	0.4	\$50-\$99.9: 31.6	55-plus 30.9
Asian/Pac. Isl.:	3.1	\$100+: 9.8	Non High School Grad: 26.3
Hispanic: *	8.3		High School Grad: 34.8
			College 1-3 years: 22.1
			College 4+ years: 16.8

Viable Stations

WAYV-FM	WBSS-FM	WCZT-FM	WFPG-AM
WFPG-FM	WJSE-FM	WKOE-FM	WMGM-FM
WMID-AM	WOND-AM	WPUR-FM	WTKU-FM
WTTH-FF	WZBZ-FF	WZXL-FM	

Colleges and Universities

	(# of Students)
Richard Stockton C of New Jersey	5,828
Total Students (FT & PT)	5,828

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WPSJ-LP	Hammonton	8	IND	Engle	
WMGM-TV	Atlantic City	40	NBC	South Jersey	
WWAC	Atlantic City	53	IND	Lenfest	

Also see Philadelphia

Major Daily Newspapers

	AM	PM	Sun	Owner
The Press of Atlantic City	75,951		97,845	Independent Newspaper Group

Weather Data

Elevation:				42.0 in.
Annual Precipitation:				16.1 in.
Annual Snowfall:				10.7 (S)
Average Windspeed:				
	JAN	JUL	TOTAL YR.	
Avg. Max. Temp:	41.4	84.7	63.6	
Avg. Min. Temp:	24.0	65.4	43.8	
Average Temp:	32.7	75.1	53.7	

Employment Breakdowns

By Industry

1 Retail Trade	27,924	17.14%
2 Personal Svcs.	19,491	11.96%
3 Entertain. & Rec. Svcs.	18,504	11.36%
4 Health Svcs.	12,497	7.67%
5 Construction	11,996	7.36%
6 Educational Svcs.	11,450	7.03%
7 Public Administration	10,339	6.35%
8 Fin., Ins. & Real Estate	9,591	5.89%
9 Other Prof. Svcs.	8,479	5.20%
10 Manufacturing, Durable Goods	5,659	3.47%

By Occupation

Svc., Exclud. Protective & HH	33,759	20.72%
Admin. Support/Clerical	24,223	14.87%
Sales	20,275	12.44%
Exec., Admin. & Managerial	19,925	12.23%
Professional	18,915	11.61%
Precis. Produc./Craft/Repair	17,211	10.56%
Transportation & Moving	6,180	3.79%
Protective Svc.	5,773	3.54%
Handlers, Cleaners, Help., Laborers	4,936	3.03%
Machine Oprs., Fab., Assemb. & Inspec.	4,625	2.84%

Unemployment

All of 1995	9.5%
All of 1996	9.3%
All of 1997	8.3%
All of 1998	8.5%
All of 1999	8.0%

Total Metro Employees 162,940
Top 10 Total Employees 135,930 83.42%

Major Radio Station Sales

Major Radio Station Sales Since 1993

Year	Calls	From	To	Price	(E)
1993	WAYV-F		Osborn	\$3,000,000	
1994	WFPG A/F	H & D	Connoisseur	\$6,500,000	Cancelled
1994	WBNJ-F			\$490,000	
1995	WKTU-F (Ocean City)		WMGM-F owner	\$850,000	
1995	WFPG A/F	Sold by H&D	Spring	\$4,400,000	
1996	WAYV-F	Sold by Osborn		\$3,100,000	
1996	WUSS (1490)		WMGM-F owner	\$140,000	
1997	WRDR-F			\$6,050,000	
1997	WCTC, WZXL-F		Sold to WAYV-F owner	\$7,100,000	
1997	WDOX-F		WTTH-F owner	\$580,000	
1998	WCZT-F			\$470,000	
1998	WFNN-F		WCZT-F owner		
1998	WZZP-F		Spring	\$2,992,500	
1/22/99	WJSX FM		Margate Communications	\$1,000,000	
1/22/99	WMID AM	AMCOM	Margate Communications	Duo: \$2,920,000	
1/22/99	WSAX FM	AMCOM	Margate Communications	Duo: \$2,920,000	
2/5/99	WRDR FM		Mega	\$15,500,000	
10/27/99	WFPG AM, WFPG FM, WKOE FM, WPUR FM	Broadcasting Partners, LP	Citadel	Group sale: \$190,000,000	
2/21/01	WWZK FM	Marc Scott Comms., Inc.	Bill Huf	\$1,400,000	
3/14/01	WFPG AM, WFPG FM, WPUR FM	Citadel Communications Corp.	Millenium Radio Group		Kail

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Augusta, GA

2000 ARB Rank:	114	2000 Revenue:	\$16,600,000	Manager's Market Ranking (current):	2.3
2000 MSA Rank:	109	Rev per Share Point:	\$204,433	Manager's Market Ranking (future):	2.7
2000 DMA Rank:	113	Population per Station:	17,055		
2000 Rev Rank:	118 of 173	2000 Revenue Change:	3.8%	Five-year revenue gain % (95-00):	48.2

Revenue History and Projections

	Radio Revenue History						Radio Revenue Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	13.9	14.5	15.6	15.4	16.0	16.6					
Yearly Growth Rate (95-00): 5.9% assigned											
Projected Revenue Estimates:							17.4	18.5	19.8	21.4	22.7
Revenue per Capita:	30.75	31.66	33.84	33.48	34.71	35.85					
Yearly Growth Rate (95-00): 5.8% assigned											
Projected Revenue per Capita:							37.34	39.45	41.95	45.15	47.59
Resulting Revenue Estimate:							18.2	19.4	20.7	22.4	23.8
Revenue as % of Retail Sales:	0.0030	0.0031	0.0033	0.0031	0.0031	0.0031					
Mean % (95-00) 0.0031											
Resulting Revenue Estimate:							17.6	18.5	19.3	20.2	21.1
MEAN REVENUE ESTIMATE:							17.7	18.8	20.0	21.3	22.5

Population and Demographic Estimates

	Historic						Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.452	0.458	0.461	0.460	0.461	0.463	0.466	0.469	0.472	0.474	0.477
Retail Sales (billions):	4.60	4.70	4.80	5.00	5.20	5.40	5.68	5.96	6.24	6.52	6.80

Market Profile

Below-the-Line Listening Shares:	1.9
Unlisted Station Listening:	16.9
Total Lost Listening:	18.8
Available Share Points:	81.2
Number of Viable Stations:	13.5
Average Share Points per Viable Station:	6.0
Rev. per Available Share Point:	\$204,433
Estimated Rev. for Mean Station:	\$1,226,598
Average HH Income:	\$38,694
Average Age:	34.5
Average Education:	11.8
Average Home Value:	\$63,300
Population Change (1999-2004):	2.8
Retail Sales Change (1999-2004):	25.4
Cable Penetration:	65.4
Number of Class B or C FMs:	7

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Beasley Broadcast Group: WAJY FM, WCHZ FM, WGAC AM, WGOR FM, WKXC FM, WRDW AM, WRFN FM, WSLT FM	\$7,100,000	42.8
2 Clear Channel: WBBQ FM, WBBQ AM, WEKL FM, WGUS AM, WKSP FM, WLOV AM, WPRW FM, WXKT FM, WZNY FM	\$6,763,000	40.7
3 Radio One: WAEG FM, WAEJ FM, WAKB FM, WFXA FM, WTHB AM	\$2,580,000	15.5
4 Nicwild Communications, Inc.: WIIZ FM	\$375,000	2.3
5 Gospel Radio, Inc.: WKZK AM	\$210,000	1.3

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WKXC FM	C	\$2,300,000	13.9
2 WBBQ FM	AC	\$2,050,000	12.3
3 WZNY FM	CHR	\$2,040,000	12.3
4 WGAC AM	N/T	\$1,700,000	10.2
5 WFXA FM	B	\$1,400,000	8.4
6 WEKL FM	CL AOR	\$1,290,000	7.8
7 WPRW FM	B	\$760,000	4.6
8 WGOR FM	O	\$730,000	4.4
9 WCHZ FM	AOR	\$680,000	4.1
10 WSLT FM	SAC	\$630,000	3.8
11 WAKB FM	B/AC	\$620,000	3.7
12 WKSP FM	B/O	\$393,000	2.4
13 WAJY FM	ST	\$380,000	2.3
14 WIIZ FM	B	\$375,000	2.3
15 WAEG FF	B/O	\$300,000	1.8
16 WTHB AM	B/G	\$260,000	1.6
17 WKZK AM	B/G	\$210,000	1.3
18 WBBQ AM	SPRTS	\$190,000	1.1
19 WRDW AM	SPRTS/T	\$75,000	0.5
20 WGUS AM	N	\$40,000	0.2

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	84.5	\$12,946,000	(+4.6)
National:	15.5	\$2,369,000	(-2.4)

Note: Trade equals 4.4% of local. In 1999, it was 4.8%

Confidence Levels

2000 Revenue Estimates:
2001-to-2005 Revenue Estimates:

Comments: Managers report revenue to Miller Kaplan. WIIZ-F, WTHB, WKZK, WRDW do not participate.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$16,600,000	16.9	0.0031
Television	\$35,600,000	36.3	0.0066
Newspaper	\$39,700,000	40.4	0.0074
Outdoor	\$4,100,000	4.2	0.0008
Cable TV	\$2,200,000	2.2	0.0004
Media Totals:	\$98,200,000		0.0182

Note: Use Newspaper and Outdoor estimates with caution.

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Textiles Fertilizers Military	Provident		Morris Communications	Advanced System Integration Catapult Systems EuroSoft NetForce Technologies Phoenix Management Sigmatel Softex (and more)

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	63.9	<\$20: 26.3	12-to-24 22.9
Black:	33.5	\$20-\$49.9: 38.1	25-to-54 54.7
Amer. Indian:	0.3	\$50-\$99.9: 28.7	55-plus 22.4
Asian/Pac.Isl.:	2.4	\$100+: 6.9	Non High School Grad: 27.2
Hispanic: *	2.6		High School Grad: 30.8
			College 1-3 years: 23.5
			College 4+ years: 18.5

Viable Stations

WAEG-FF	WAJY-FM	WAKB-FM	WBBQ-FM
WCHZ-FM	WEKL-FM	WFXA-FM	WGAC-AM
WGOR-FM	WIIZ-FM	WKSP-FM	WKXC-FM
WPRW-FM	WSLT-FM	WTHB-AM	WZNY-FM

Colleges and Universities

	(# of Students)
Augusta State U.	5,251
U. of South Carolina at Aiken	2,859
Augusta Technical Inst.	2,721
Aiken Technical Coll.	2,346
Medical C of Georgia	2,051
Paine Coll.	821
Total Students (FT & PT)	16,049

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WJBF	Augusta	6	ABC	Media General	
WRDW-TV	Augusta	12	CBS	Gray	
WCES	Wrens	12	CBS	GA PTV	
WBEK-LP	Augusta	16	UPN	AVN	
WAGT	Augusta	26	NBC	Schurz	
WFXG	Augusta	54	FOX	Fisher	

Best Golf Courses

Augusta National, Jones Creek (Evans), Palmetto (Aiken)

Major Daily Newspapers

	AM	PM	Sun	Owner
The Augusta Chronicle	72,772		100,564	Morris Communications Corp.

Weather Data

NO WEATHER DATA AVAILABLE
See Atlanta for an approximation

Employment Breakdowns

By Industry			By Occupation			Unemployment		
1 Retail Trade	33,025	15.60%	Professional	32,652	15.43%	Jul 90:		5%
2 Manufac., Non-Durables	27,941	13.20%	Admin. Support/Clerical	30,111	14.23%	Jul 91:		5.1%
3 Health Svcs.	24,744	11.69%	Precis. Produc./Craft/Repair	29,544	13.96%	Jul 92:		6.5%
4 Construction	20,059	9.48%	Exec., Admin. & Managerial	23,388	11.05%	Jul 93:		6.1%
5 Educational Svcs.	16,922	8.00%	Sales	23,019	10.88%	Jul 94:		6.2%
6 Manufacturing, Durable Goods	14,271	6.74%	Svc., Exclud. Protective & HH	22,202	10.49%	All of 1995		6.6%
7 Public Administration	11,580	5.47%	Machine Oprs., Fab., Assemb. & Inspec.	17,367	8.21%	All of 1996		6.7%
8 Other Prof. Svcs.	10,479	4.95%	Technicians & Support	8,517	4.02%	All of 1997		6.2%
9 Commun. & Pub. Util.	9,818	4.64%	Handlers, Cleaners, Help., Laborers	8,277	3.91%	All of 1998		5.4%
10 Fin., Ins. & Real Estate	9,553	4.51%	Transportation & Moving	8,027	3.79%	All of 1999		5.2%
Total Metro Employees	211,631							
Top 10 Total Employees	178,392	84.29%						

Major Radio Station Sales

Major Radio Station Sales Since 1993

Year	Calls	From	To	Price	(E)
1993	WGUS AF	HVS	Benchmark	\$1,200,000	
1993	WRXR-F and FM CP		Multimarket	\$5,000,000	
1994	WGUS, WFXG-F	Sold by Benchmark		\$1,400,000	
1994	WZNY-F	Benchmark	WBBQ owner	\$3,900,000	
1996	WKBG-F, WRXR-F	Sold by Multimarket			
1996	WFAM (1050)			\$330,000	
1996	WCHZ-F (Harlem)		Beasley	\$1,200,000	
1997	WGUS/WEKL-F/ WRXR-F/WUUS-F	Wilks	Cumulus	\$15,500,000	
1997	WBBQ-AF		Cumulus	\$10,200,000	
1997	WZNY-F		Cumulus	\$3,800,000	
1998	WLOV-AF		Cumulus	\$500,000	
9/24/99	WRDW AM, WRN FM	Beard Broadcasting	Beasley	With WRFN: \$800,000	
3/13/00	WTHB AM, WFXA FM, WAEJ FM, WAEG FM, WAKB FM	Davis	Radio One	Group: \$24,000,000; cash & stock	
9/13/00	WBBQ AM, WBBQ FM, WEKL FM, WGUS AM, WKSP FM, WLOV AM, WPRW FM, WXKT FM, WZNY FM	Cumulus	Clear Channel		
11/15/00	WKXC FM, WSLT FM	GHB Broadcasting Co.	Beasley		Bergner

Austin

2000 ARB Rank:	49	2000 Revenue:	\$89,300,000	Manager's Market Ranking (current):	4.7	
2000 MSA Rank:	48	Rev per Share Point:	\$1,146,341	Manager's Market Ranking (future) :	4.7	
2000 DMA Rank:	58	Population per Station:	38,750			
2000 Rev Rank:	33 of 173	2000 Revenue Change:	16.9%	24	Five-year revenue gain % (95-00):	110.1

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	42.5	48.3	52.7	62.7	76.4	89.3					
Yearly Growth Rate (95-00): 8.8% assigned											
Projected Revenue Estimates:							94.0	100.0	108.9	119.2	130.5
Revenue per Capita:	42.08	46.44	48.80	56.49	66.44	75.42					
Yearly Growth Rate (95-00): 6.8% assigned											
Projected Revenue per Capita:							77.18	79.87	84.68	90.30	96.38
Resulting Revenue Estimate:							98.4	104.7	114.0	124.8	136.6
Revenue as % of Retail Sales:	0.0021	0.0022	0.0023	0.0025	0.0028	0.0031					
Mean % (95-00) 0.0025											
Resulting Revenue Estimate:							81.2	89.7	98.1	106.6	115.0
MEAN REVENUE ESTIMATE:							91.2	98.1	107.0	116.9	127.4

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	1.010	1.040	1.080	1.110	1.150	1.184	1.218	1.252	1.286	1.320	1.354
Retail Sales (billions):	20.00	22.20	23.10	25.00	27.20	29.10	32.48	35.86	39.24	42.62	46.00

Market Profile

Below-the-Line Listening Shares:	2.2
Unlisted Station Listening:	19.9
Total Lost Listening:	22.1
Available Share Points:	77.9
Number of Viable Stations:	19.0
Average Share Points per Viable Station:	4.1
Rev. per Available Share Point:	\$1,146,341
Estimated Rev. for Mean Station:	\$4,699,998
Average HH Income:	\$47,837
Average Age:	32.8
Average Education:	12.2
Average Home Value:	\$74,800
Population Change (1999-2004):	14.8
Retail Sales Change (1999-2004):	56.7
Cable Penetration:	65.8
Number of Class B or C FMs:	13

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. All stations cooperate except those programming Hispanic(KQQA, KELG, KKLK-F, KTXZ, KQQQ-F). Managers expect a 9% to 10% revenue gain in 2001(good luck!).

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$89,300,000	25.3	0.0031
Television	\$137,000,000	38.8	0.0047
Newspaper	\$112,000,000	31.7	0.0038
Outdoor	\$9,000,000	2.5	0.0003
Cable TV	\$5,800,000	1.6	0.0002
Media Totals:	\$353,100,000		0.0121

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: KASE FM, KFMC FM, KHFI FM, KPEZ FM, KVET FM	\$31,363,000	35.1
2 Radio Austin Management, LLC: KGSR FM, KLBK AM, KLBK FM, KLNC FM, KROX FM	\$27,054,000	30.3
3 CBS/Infinity: KAMX FM, KJCE AM, KKMJ FM, KQBT FM	\$22,976,000	25.7
4 Secret Communications: KEYI FM	\$2,148,000	2.4
5 Concord Media: KVET AM	\$1,920,000	2.2
6 Shamrock Communications: KHHL FM	\$1,694,000	1.9
7 Elgin FM, LP: KFON AM, KKLK FM, KTXZ AM	\$1,405,000	1.6
8 Simmons Family, Inc.: KAHK FM	\$1,014,000	1.1
9 Intimate Life Ministries, Inc.: KIXL AM	\$988,000	1.1
10 Yellow Rose Communications: KQQA AM	\$320,000	0.4

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KASE FM	C	\$11,160,000	12.5
2 KAMX FM	AC/NR	\$8,666,000	9.7
3 KKMJ FM	SAC	\$8,235,000	9.2
4 KLBK AM	N/T	\$8,080,000	9.0
5 KLBK FM	AOR	\$6,829,000	7.6
6 KGSR FM	AOR-P	\$6,130,000	6.9
7 KVET FM	C	\$6,100,000	6.8
8 KQBT FM	CHR/U	\$5,719,000	6.4
9 KROX FM	AOR-NR	\$4,915,000	5.5
10 KHFI FM	CHR	\$4,230,000	4.7
11 KFMC FM	B/O	\$4,135,000	4.6
12 KPEZ FM	CL AOR	\$3,815,000	4.3
13 KEYI FM	O	\$2,148,000	2.4
14 KVET AM	SPRTS	\$1,920,000	2.2
15 KHHL FM	T	\$1,694,000	1.9
16 KLNC FM	C	\$1,100,000	1.2
17 KAHK FM	CL HITS	\$1,014,000	1.1
18 KKLK AF	SP-C	\$1,000,000	1.1
19 KIXL AM	REL	\$988,000	1.1
20 KJCE AM	B/AC	\$356,000	0.4
21 KQQA AM	SP-R	\$320,000	0.4
22 KFON AM	SPRTS	\$215,000	0.2
23 KTXZ AM	SP-TP	\$190,000	0.2

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	78.7	\$68,900,000	(+17.1)
National:	21.3	\$18,667,000	(+12.4)

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Government Research Military Tourism Electronics	Dell Computer Ingram Micro	48 49 Dell Computer		

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	86.1	<\$20: 19.9	12-to-24: 24.9
Black:	10.1	\$20-\$49.9: 32.5	25-to-54: 57.5
Amer. Indian:	0.5	\$50-\$99.9: 31.9	55-plus: 17.7
Asian/Pac. Isl.:	3.3	\$100+: 15.6	Non High School Grad: 18.2
Hispanic: *	26.5		High School Grad: 21.9
			College 1-3 years: 29.2
			College 4+ years: 30.7

Viable Stations

KAHK-FM	KAMX-FM	KASE-FM	KEYI-FM
KFMK-FM	KGSR-FM	KHFI-FM	KHHL-FM
KJCE-AM	KKLB-AF	KKMJ-FM	KLBJ-AM
KLBJ-FM	KLNC-FM	KPEZ-FM	KQBT-FM
KQQA-AM	KROX-FM	KVET-AM	KVET-FM

Competitive Media

Major Over the Air Television Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KTBC	Austin	7	FOX	Fox	
K13VC	Austin	13	UPN	Fox	
KLRU	Austin	18	PBS	Capital of TX	
KVUE-TV	Austin	24	ABC	Belo	
KXAN-TV	Austin	36	NBC	LIN	
KEYE	Austin	42	CBS	CBS	
KNVA	Austin	54	WB	54 Bcstg.	LIN

Colleges and Universities

	(# of Students)
U. of Texas at Austin	47,810
Southwest Texas State U.	21,481
Austin CC	17,109
St. Edward's U.	3,360
Southwestern U.	1,255
Concordia U. at Austin	725
Southwest School of Electronics	100
Inst. for Christian Studies	21
Total Students (FT & PT)	91,861

Major Daily Newspapers

	AM	PM	Sun	Owner
Austin American-Statesman	184,825		241,984	Cox Newspapers Inc.

Best Golf Courses

Horseshoe Bay, Hills of Lakeway, Barton Creek, Austin CC

Weather Data

NO WEATHER DATA AVAILABLE
See San Antonio for an approximation

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade	96,301	15.95%
2 Educational Svcs.	69,633	11.53%
3 Manufacturing, Durable Goods	65,118	10.78%
4 Public Administration	53,988	8.94%
5 Other Prof. Svcs.	52,413	8.68%
6 Fin., Ins. & Real Estate	46,678	7.73%
7 Health Svcs.	38,506	6.38%
8 Construction	35,495	5.88%
9 Business & Repair Svcs.	32,484	5.38%
10 Wholesale Trade	19,708	3.26%
Total Metro Employees	603,948	
Top 10 Total Employees	510,324	84.50%
	Admin. Support/Clerical	107,649
	Professional	103,595
	Exec., Admin. & Managerial	93,927
	Sales	69,578
	Svc., Exclud. Protective & HH	62,521
	Precis. Produc./Craft/Repair	56,062
	Technicians & Support	30,956
	Machine Oprs., Fab., Assemb. & Inspec.	24,416
	Handlers, Cleaners, Help., Laborers	16,644
	Transportation & Moving	16,302
	Jul 93:	4.7%
	Jul 94:	3.9%
	Jul 95:	3.4%
	Jul 96:	3.3%
	Aug 98:	2.9%
	All of 1995	2.9%
	All of 1996	3.0%
	All of 1997	3.1%
	All of 1998	2.6%
	All of 1999	2.2%

Austin

Major Radio Station Sales

Major Radio Station Sales Since 1990

Year	Calls	From	To	Price	(E)
1990	KQFX-F	Capitol (Johnson)	Joyner	\$3,900,000	
1990	KHFI-F	Encore	Spur Austin	\$4,800,000	
1990	KFON/KKMJ-F	Keymarket	Tremont	\$7,000,000	
1990	KQFX-F	Joyner	Jay Jones	\$3,900,000	
1991	KMOW/KEYI-F	Sold by GE Capital		\$3,000,000	
1992	KHFI-F (Georgetown)	Rusk	Clear Channel	\$3,500,000	
1993	KMXX-F	Genesis	KLBJ AF	\$2,500,000	
1994	KFGI-F (Luling)		Amaturo	\$2,500,000	
1994	KVET-F	Spur Austin	KASE owner	\$5,030,000	
1994	KTXZ (West Lake)		Sold to KELG, KKLB owner	\$250,000	
1995	KOKE-F (Giddings)	Beasley	Sinclair	\$3,100,000	
1995	KGSR-F (Bastrop)	Beasley	Sinclair	\$5,300,000	
1995	KIXL (DeValle)	Sold by Oppenheimer		\$1,400,000	
1995	KJCE, KKMJ-F, KPTY-F	Amaturo	Amer. Radio Sys.	\$28,500,000	
1996	KTAE (1260) (Taylor)			\$400,000	
1997	KNNC-F (107.7)		Simmons	\$2,000,000	
1997	LBJ Co. stations and Sinclair stations merged into one entity				
1997	KAMX-F	Amer. Radio Sys.	CBS	\$13,000,000	
1997	KJCE	Amer. Radio Sys.	CBS	\$2,000,000	
1997	KKIK-F	Amer. Radio Sys.	CBS	\$5,000,000	
1997	KKMJ-F	Amer. Radio Sys.	CBS	\$42,000,000	
1997	KASE-F, KVET-AF		Capstar	\$90,250,000	
1998	KFMK-F (CP)	Steve Hicks	Capstar	\$8,500,000	
3/6/00	KFON AM	Clear Channel	Pecan Partners	AMFM/CCU divestiture.\$1,100,000	
3/6/00	KEYI FM	Clear Channel	Hispanic	AMFM/CCU divest. Group deal: \$127,000,000	
3/27/00	KBAE FM	Maxagrid Broadcasting	Rodriguez	\$7,650,000	Media Svcs
4/3/00	KVET AM	AMFM	Concord Media	\$290,000	
6/9/00	KEYI FM	Clear Channel	Secret Communications		Star Media
2/19/01	KQQQ FM	Yellow Rose Communications	Central Texas Radio		
3/23/01	KEYI FM	Secret Communications	Sinclair Communications		
	KXXS FM	Munbilla Broadcasting	Rodriguez		

2000 ARB Rank:	86	2000 Revenue:	\$20,900,000	Manager's Market Ranking (current):	2.8
2000 MSA Rank:	80	Rev per Share Point:	\$262,563	Manager's Market Ranking (future):	3.2
2000 DMA Rank:	130	Population per Station:	17,788		
2000 Rev Rank:	97 of 173	2000 Revenue Change:	8.9%	Five-year revenue gain % (95-00):	37.5

Revenue History and Projections

	Radio Revenue History						Radio Revenue Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	15.2	16.0	16.9	17.9	19.2	20.9					
Yearly Growth Rate (95-00): 5.5% assigned											
Projected Revenue Estimates:							21.9	23.3	24.9	26.9	29.0
Revenue per Capita:	24.20	25.12	26.12	27.33	29.18	31.29					
Yearly Growth Rate (95-00): 4.9% assigned											
Projected Revenue per Capita:							32.30	33.87	35.67	38.10	40.50
Resulting Revenue Estimate:							22.9	24.4	26.1	28.2	30.4
Revenue as % of Retail Sales:	0.0033	0.0033	0.0034	0.0034	0.0035	0.0037					
Mean % (95-00) 0.0034											
Resulting Revenue Estimate:							20.4	21.4	22.4	23.5	24.5
MEAN REVENUE ESTIMATE:							21.7	23.0	24.5	26.2	27.9

Population and Demographic Estimates

	Historic						Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.628	0.637	0.647	0.655	0.658	0.668	0.678	0.688	0.698	0.706	0.716
Retail Sales (billions):	4.60	4.80	5.00	5.20	5.50	5.70	6.00	6.30	6.60	6.90	7.20

Market Profile

Below-the-Line Listening Shares:	5.8
Unlisted Station Listening:	14.6
Total Lost Listening:	20.4
Available Share Points:	79.6
Number of Viable Stations:	16.5
Average Share Points per Viable Station:	4.8
Rev. per Available Share Point:	\$262,563
Estimated Rev. for Mean Station:	\$1,260,302
Average HH Income:	\$36,490
Average Age:	31.9
Average Education:	11.6
Average Home Value:	\$82,300
Population Change (1999-2004):	7.3
Retail Sales Change (1999-2004):	25.5
Cable Penetration:	71.6
Number of Class B or C FMs:	8

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: KAFY AM, KDFO FM, KHIS AM, KKDJ FM, KKXX FM, KRAB FM	\$4,620,000	22.1
2 Buck Owens Productions: KCWR FM, KUZZ AF	\$4,370,000	20.9
3 American General Media: KBID AM, KCOO FM, KERN AM, KISV FM	\$4,190,000	20.0
4 Buckley Broadcasting: KKBB FM, KLLY FM, KNZR AM	\$3,350,000	16.0
5 Lagniappe Broadcasting, Inc.: KGEO AM, KGFM FM	\$1,700,000	8.1
6 Lotus: KCHJ AM, KIWI FM, KWAC AM	\$1,610,000	7.7
7 Tri Caballero: KRME FM, KSUV FM	\$850,000	4.1
8 Farmworker Educational Radio: KBDS FM, KMYX AM, KMYX FM	\$350,000	1.7

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KUZZ AF	C	\$4,000,000	19.1
2 KERN AM	N/T	\$2,300,000	11.0
3 KRAB FM	AOR	\$2,100,000	10.0
4 KGFM FM	SAC	\$1,700,000	8.1
5 KLLY FM	CHR/AC	\$1,600,000	7.7
6 KISV FM	CHR	\$1,500,000	7.2
7 KKBB FM	CL AOR	\$1,300,000	6.2
8 KKXX FM	CHR	\$1,160,000	5.6
9 KIWI FM	SP-C	\$1,150,000	5.5
10 KKDJ FM	O	\$700,000	3.3
11 KDFO FM	CL HITS	\$660,000	3.2
12 KSUV FM	SP-R	\$550,000	2.6
13 KWAC AM	SP	\$460,000	2.2
14 KNZR AM	N/T	\$450,000	2.2
15 KCOO FM	B/O	\$390,000	1.9
16 KCWR FM	C	\$370,000	1.8
17 KMYX FM	SP-R	\$350,000	1.7
18 KRME FM	SP-C	\$300,000	1.4

Confidence Levels

2000 Revenue Estimates:	
2001-to-2005 Revenue Estimates:	
Comments: Managers expect 5% to 7% revenue gain in 2001. Market does not report revenue to any accountant.	

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$20,900,000	19.9	0.0037
Television	\$34,900,000	33.3	0.0061
Newspaper	\$40,700,000	38.8	0.0071
Outdoor	\$4,800,000	4.6	0.0008
Cable TV	\$3,500,000	3.3	0.0006
Media Totals:	\$104,800,000		0.0184

Note: Use Newspaper and Outdoor estimates with caution.

Bakersfield

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Drilling Equipment Paint Food Products	Provident			

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	86.9	<\$20: 28.8	12-to-24 23.2
Black:	6.6	\$20-\$49.9: 40.2	25-to-54 54.8
Amer. Indian:	1.8	\$50-\$99.9: 25.3	55-plus 21.9
Asian/Pac.Isl.:	4.8	\$100+: 5.8	Non High School Grad: 32.8
Hispanic: *	36.5		High School Grad: 25.0
			College 1-3 years: 29.0
			College 4+ years: 13.2

Viable Stations

KCOO-FM	KCWR-FM	KDFO-FM	KERN-AM
KGFM-FM	KISV-FM	KIWI-FM	KKBB-FM
KKDJ-FM	KKXX-FM	KLLY-FM	KMYX-FM
KNZR-AM	KRAB-FM	KRME-FM	KSUV-FM
KUZZ-AF	KWAC-AM		

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KGET-TV	Bakersfield	17	NBC	Ackerley	
KERO-TV	Bakersfield	23	ABC	McGraw-Hill	
KBAK-TV	Bakersfield	29	CBS	Westwind	
KJQI-LP	Bakersfield	33	IND	Cocola	
KABE-LP	Bakersfield	39	UNI	Univision	
KUVI-TV	Bakersfield	45	UPN	Univision	
KBFX-LP	Bakersfield	58	FOX	Pappas	

Colleges and Universities

	(# of Students)
Bakersfield Coll.	12,600
California State U.: Bakersfield	5,594
Taft Coll.	550
Total Students (FT & PT)	18,744

Best Golf Courses

Rio Bravo, Stockdale CC, Bakersfield CC

Weather Data

NO WEATHER DATA AVAILABLE
See Fresno for an approximation

Major Daily Newspapers

	AM	PM	Sun	Owner
The Bakersfield Californian	72,853		87,565	Virginia Moorhouse

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade 42,569 16.57%	Admin. Support/Clerical 37,392 14.55%	Jul 90: 9.9%
2 Ag., Forestry & Fisheries 26,067 10.15%	Precis. Produc./Craft/Repair 33,634 13.09%	Jul 91: 11.8%
3 Educational Svcs. 21,208 8.25%	Professional 31,869 12.40%	Jul 92: 12.8%
4 Construction 19,706 7.67%	Sales 28,446 11.07%	Jul 93: 14.5%
5 Public Admin. 18,766 7.30%	Exec., Admin. & Managerial 26,622 10.36%	Jul 94: 13.8%
6 Health Svcs. 16,069 6.25%	Svc., Exclud. Protective & HH 26,174 10.19%	All of 1995 13.9%
7 Other Prof. Svcs. 15,236 5.93%	Farming, Forestry & Fishing 22,731 8.85%	All of 1996 12.7%
8 Mining 13,360 5.20%	Transportation & Moving 14,119 5.50%	All of 1997 12.2%
9 Bus. & Repair Svcs. 12,862 5.01%	Machine Oprs., Fab., Assemb. & Inspec. 10,212 3.97%	All of 1998 12.1%
10 Wholesale Trade 12,649 4.92%	Handlers, Cleaners, Help., Laborers 9,705 3.78%	All of 1999 11.4%
Total Metro Employees 256,914		
Top 10 Total Employees 198,492 77.26%		

Major Radio Station Sales

Major Radio Station Sales Since 1991

Year	Calls	From	To	Price	(E)
1991	KGFM-F			\$1,500,000	
1991	KTIE-F		Atsinger	\$400,000	
1992	KTIE-F		Buck Owens	\$900,000	
1993	KCHT-F		Salem	\$750,000	
1993	KMYX AF (Taft)			\$322,000	
1994	KKBB-F		Caballero	\$525,000	
1994	KCHJ		Sold to KWAC, KIWI-F owner	\$400,000	
1994	KOQQ-F		Buckley	\$1,000,000	
1994	KSUV A/F, KKBB-F	Caballero	Z-Spanish	\$1,680,000	
1996	KAFY			\$250,000	
1996	KHIS-AF		Mondosphere	\$2,650,000	
1997	KVLI-AF			\$240,000	
1997	KBID/KLYD-F		Amer. General	\$1,500,000	
7/7/99	KCHJ AM, KIWI FM, KWAC AM	KMAP, Inc.	Lotus	\$6,000,000	
7/26/99	KTRJ AM	Robert F. Turner	KMAP, Inc.		
4/18/00	KAFY AM	Hispanic Media Group	Golden Pegasus Fin. Gp.	\$825,000	
9/13/00	KDFO FM, KHIS AM, KKDJ FM, KKXX FM, KRAB FM	Mondosphere Broadcasting	Clear Channel	\$4,090,909	
10/2/00	KRME FM	Tri Caballero	Buckley Broadcasting	\$2,000,000	
10/2/00	KSUV FM	Tri Caballero	Lotus Communications Corp.	\$2,500,000	
11/22/00	KAFY AM	Hispanic Media Group, Inc.	Clear Channel		

Hispanic switched calls with KZPM, their 1100 before selling KAFY to CCU. Result: this 970 should be KZPM and the 1100 is now KAFY.

2000 ARB Rank:	20	2000 Revenue:	\$130,800,000	Manager's Market Ranking (current):	3.5
2000 MSA Rank:	18	Rev per Share Point:	\$1,909,489	Manager's Market Ranking (future):	3.2
2000 DMA Rank:	24	Population per Station:	109,916	19	
2000 Rev Rank:	19 of 173	2000 Revenue Change:	9.5%	Five-year revenue gain % (95-00):	63.9

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	79.8	87.7	90.3	103.8	119.4	130.8					
Yearly Growth Rate (95-00): 6.5% assigned											
Projected Revenue Estimates:							137.3	143.9	153.3	164.8	176.9
Revenue per Capita:	32.18	35.36	36.41	41.69	47.76	52.11					
Yearly Growth Rate (95-00): 7.4% assigned											
Projected Revenue per Capita:							54.31	56.52	59.79	63.88	68.09
Resulting Revenue Estimate:							143.8	150.7	160.5	172.5	185.2
Revenue as % of Retail Sales:	0.0035	0.0037	0.0037	0.0040	0.0043	0.0044					
Mean % (95-00) 0.0039											
Resulting Revenue Estimate:							121.1	127.1	133.1	139.1	145.1
MEAN REVENUE ESTIMATE:							134.0	140.5	149.0	158.8	169.1

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	2.480	2.480	2.480	2.490	2.500	2.510	2.528	2.546	2.564	2.580	2.598
Retail Sales (billions):	23.10	24.00	24.50	26.00	27.60	29.50	31.04	32.58	34.12	35.66	37.20

Market Profile

Below-the-Line Listening Shares:	17.5
Unlisted Station Listening:	14.0
Total Lost Listening:	31.5
Available Share Points:	68.5
Number of Viable Stations:	16.0
Average Share Points per Viable Station:	4.3
Rev. per Available Share Point:	\$1,909,489
Estimated Rev. for Mean Station:	\$8,210,803
Average HH Income:	\$53,913
Average Age:	36.8
Average Education:	12.6
Average Home Value:	\$101,200
Population Change (1999-2004):	3.2
Retail Sales Change (1999-2004):	29.2
Cable Penetration:	68.9
Number of Class B or C FMs:	9

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Hungerford. WCBM, WRBS-F and WWLG do not participate. WHFS-F derives revenue from Baltimore but these dollars are reported to Washington. Managers predict 7% to 9% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$130,800,000	19.6	0.0044
Television	\$262,200,000	39.3	0.0089
Newspaper	\$239,000,000	35.8	0.0081
Outdoor	\$25,000,000	3.7	0.0008
Cable TV	\$10,800,000	1.6	0.0004
Media Totals:	\$667,800,000		0.0226

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 CBS/Infinity: WJFK AM, WLIF FM, WQSR FM, WWMX FM, WXYV FM	\$53,720,000	41.1
2 Radio One: WERQ FM, WOLB AM, WWIN FM, WWIN AM	\$29,960,000	22.9
3 Hearst-Argyle Television, Inc.: WBAL AM, WIYY FM	\$20,800,000	15.9
4 Clear Channel: WCAO AM, WOCT FM, WPOC FM	\$20,140,000	15.4
5 WCBM Maryland, Inc.: WCBM AM, WWLG AM	\$2,970,000	2.3
6 Peter and John Radio Fellowship Inc.: WRBS FM	\$1,000,000	0.8
7 Shamrock Communications: WTTR AM, WZBA FM	\$900,000	0.7
8 Expanse Communications: WBGR AM, WBMD AM	\$740,000	0.6

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WERQ FM	CHR/U	\$17,000,000	13.0
2 WWMX FM	AC	\$16,240,000	12.4
3 WQSR FM	O	\$14,630,000	11.2
4 WLIF FM	SAC	\$12,740,000	9.7
5 WPOC FM	C	\$12,310,000	9.4
6 WBAL AM	N/T	\$12,000,000	9.2
7 WWIN FM	B/AC	\$11,500,000	8.8
8 WIYY FM	AOR	\$8,800,000	6.7
9 WXYV FM	CHR	\$7,040,000	5.4
10 WOCT FM	CL AOR	\$5,290,000	4.0
11 WJFK AM	T	\$3,070,000	2.3
12 WCAO AM	B/G	\$2,540,000	1.9
13 WCBM AM	T	\$2,500,000	1.9
14 WRBS FM	REL	\$1,000,000	0.8
15 WZBA FM	CL HITS	\$900,000	0.7
16 WWIN AM	B/G	\$860,000	0.7
17 WBGR AM	B/G	\$740,000	0.6
18 WOLB AM	B/T	\$600,000	0.5
19 WWLG AM	ST	\$470,000	0.4

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	73.2	\$93,692,000	(+9)
National:	26.8	\$34,224,000	(+9)

Note: Trade equals 1.9% of local. In 1999, it was 2.1% and in 1998, it was 2.0%

NOTE: Baseball revenues are not included in WBAL's figure, nor for the market as a whole. This would add about \$4 million in revenue to each.

Baltimore

Commerce and Industry

Important Businesses and Industries

Steel
Transportation Equipment
Electrical Machinery
Appliances
Shipping
Soaps/Detergent
Paper Products

Fortune 500 Companies

Black & Decker 374
Constellation Energy 432

Forbes 500 Companies

Black & Decker
Constellation Energy Group

Forbes Largest Private Companies

Whiting-Turner Contracting

INC 500 Companies

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	68.8	<\$20: 16.7	12-to-24 19.4
Black:	28.2	\$20-\$49.9: 32.2	25-to-54 56.3
Amer. Indian:	0.3	\$50-\$99.9: 36.6	55-plus 24.3
Asian/Pac.Isl.:	2.7	\$100+: 14.6	Non High School Grad: 23.3
Hispanic: *	2.0		High School Grad: 28.2
			College 1-3 years: 23.7
			College 4+ years: 24.7

Viable Stations

WBAL-AM	WBGR-AM	WCAO-AM	WCBM-AM
WERQ-FM	WIYY-FM	WJFK-AM	WLIF-FM
WOCT-FM	WOLB-AM	WPOC-FM	WQSR-FM
WRBS-FM	WWIN-AM	WWIN-FM	WWLG-AM
WWMX-FM	WXYV-FM	WZBA-FM	

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WMAR-TV	Baltimore	2	ABC	Scripps Howard	
WBAL-TV	Baltimore	11	NBC	Hearst-Argyle	
WJZ-TV	Baltimore	13	CBS	CBS	
WUTB	Baltimore	24	UPN	United TV	
WBFF	Baltimore	45	FOX	Sinclair	
WNUV-TV	Baltimore	54	WB	Glencairn	Sinclair
WMPB	Baltimore	67	PBS	MD PTV	

Colleges and Universities

	(# of Students)
Towson U.	15,006
U. of Maryland: Baltimore County	9,794
CC of Baltimore County - Essex	7,310
CC of Baltimore County - Catonsville	6,172
Loyola College in Maryland	6,133
Morgan State U.	5,831
U. of Maryland: Baltimore (and more)	5,703
Total Students (FT & PT)	96,168

Major Daily Newspapers

	AM	PM	Sun	Owner
The Sun; The Sunday Sun	314,819		479,636	Tribune Co.

Best Golf Courses

Baltimore CC (Five Farms), Pine Ridge, Turf Valley

Weather Data

Elevation:	148
Annual Precipitation:	41.6 in.
Annual Snowfall:	21.9 in.
Average Windspeed:	9.5 (W)

	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	41.9	86.7	65.1
Avg. Min. Temp:	24.9	66.5	44.8
Average Temp:	33.4	76.6	55.0

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade 196,011 15.37%	Admin. Support/Clerical 222,374 17.44%	Jul 90: 4.9%
2 Public Administration 133,995 10.51%	Professional 209,539 16.43%	Jul 91: 6.2%
3 Health Svcs. 117,383 9.20%	Exec., Admin. & Managerial 198,593 15.57%	Jul 92: 7.4%
4 Educational Svcs. 100,753 7.90%	Sales 150,258 11.78%	Jul 93: 7.8%
5 Construction 100,622 7.89%	Precis. Produc./Craft/Repair 135,835 10.65%	Jul 94: 6.3%
6 Fin., Ins. & Real Estate 98,755 7.74%	Svc., Exclud. Protective & HH 116,099 9.10%	All of 1995 5.6%
7 Other Prof. Svcs. 97,548 7.65%	Technicians & Support 57,372 4.50%	All of 1996 5.4%
8 Manufacturing, Durable Goods 92,938 7.29%	Machine Oprs., Fab., Assemb. & Inspec. 51,267 4.02%	All of 1997 5.6%
9 Business & Repair Svcs. 65,132 5.11%	Transportation & Moving 47,716 3.74%	All of 1998 5.1%
10 Manufac., Non-Durables 62,800 4.92%	Handlers, Cleaners, Help., Laborers 39,556 3.10%	All of 1999 4.0%
Total Metro Employees 1,275,257		
Top 10 Total Employees 1,065,937 83.59%		

Major Radio Station Sales

Major Radio Station Sales Since 1992

Year	Calls	From	To	Price	(E)
1992	WITH		Capital Kids Radio	\$762,500	Cancelled
1993	WERQ AF	United	Radio One	\$9,000,000	
1993	WVRT-F	Scripps-Howard	Capital	\$9,750,000	
1993	WFEL (Towson)		Capitol Kids Radio	\$521,000	
1994	WITH		Guardian	\$850,000	
1994	WCAO, WVEE-F	Summit	Granum	\$16,700,000	
1994	WBMD, WQSR-F	Sconnix	Amer. Radio Sys.	\$39,000,000	
1996	WJFK	Infinity	Westinghouse	\$8,000,000	
1996	WLIF-F	Infinity	Westinghouse	\$63,000,000	
1996	WCAO	Infinity	Westinghouse	\$7,000,000	
1996	WXYV-F	Infinity	Westinghouse	\$46,000,000	
1996	WBGR	Mortenson	Amer. Radio Sys.	\$2,775,000	
1996	WOCT-F	Capitol	Amer. Radio Sys.	\$30,000,000	
1996	WWMX-F	Capitol	Amer. Radio Sys.	\$60,000,000	
1997	WITH	Guardian	Salem	\$1,000,000	
1997	WBGR	Amer. Radio Sys.	CBS	\$4,000,000	
1997	WBMD	Amer. Radio Sys.	CBS	\$5,000,000	
1997	WOCT-F	Amer. Radio Sys.	CBS	\$34,000,000	
1997	WQSR-F	Amer. Radio Sys.	CBS	\$91,000,000	
1997	WWMX-F	Amer. Radio Sys.	CBS	\$86,000,000	
1997	WPOC-F	Nationwide	Jacor	\$64,000,000	
1998	WNAV	Einstein	Pat Sajak	\$2,200,000	
1998	WCAO/WOCT-F	CBS	Jacor	Trade	
1998	WWLG/WASA		WCBM	\$1,262,500	
1998	WPOC-F/WCAO/WOCT-F	Jacor	Clear Channel		
8/3/99	WKDB AM	Capital Kids Radio Co.	Catholic Radio Network	\$1,500,000	
11/22/99	WYRE AM	MBC, Inc.	Bay Broadcasting Corp.	\$200,000	
3/6/00	WPOC FM	Clear Channel	Chase Radio		
				AMFM/CCU divestiture.	
				Group transaction. Price NA	
7/17/00	WASA AM	WCBM Maryland, Inc.	Peoples Broadcast Network	\$350,000	
9/13/00	WNST AM	Catholic Radio Network	Nestor Aparicio	\$1,000,000	
11/17/00	WBGR AM, WBMD AM	CBS/Infinity	Expansive Communications		Minority

Baton-Rouge

2000 ARB Rank:	82	2000 Revenue:	\$27,700,000	Manager's Market Ranking (current):	3.8
2000 MSA Rank:	87	Rev per Share Point:	\$361,147	Manager's Market Ranking (future):	4.1
2000 DMA Rank:	96	Population per Station:	23,410	20	
2000 Rev Rank:	76 of 173	2000 Revenue Change:	3.0%	Five-year revenue gain % (95-00):	48.1

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	18.7	20.6	21.2	24.3	26.9	27.7					
Yearly Growth Rate (95-00): 6.4% assigned											
Projected Revenue Estimates:							28.8	30.8	33.6	36.5	40.0
Revenue per Capita:	33.04	36.20	36.93	41.97	45.98	47.03					
Yearly Growth Rate (95-00): 6.2% assigned											
Projected Revenue per Capita:							48.57	51.59	56.00	60.33	65.68
Resulting Revenue Estimate:							30.2	32.2	35.2	38.2	41.9
Revenue as % of Retail Sales:	0.0032	0.0034	0.0034	0.0036	0.0037	0.0036					
Mean % (95-00) 0.0035											
Resulting Revenue Estimate:							28.6	30.3	32.0	33.7	35.4
MEAN REVENUE ESTIMATE:							29.2	31.1	33.6	36.1	39.1

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.566	0.569	0.574	0.579	0.585	0.589	0.593	0.597	0.600	0.605	0.609
Retail Sales (billions):	5.80	6.00	6.30	6.80	7.20	7.70	8.18	8.66	9.14	9.62	10.10

Market Profile

Below-the-Line Listening Shares:	9.9
Unlisted Station Listening:	13.4
Total Lost Listening:	23.3
Available Share Points:	76.7
Number of Viable Stations:	12.0
Average Share Points per Viable Station:	6.4
Rev. per Available Share Point:	\$361,147
Estimated Rev. for Mean Station:	\$2,311,341
Average HH Income:	\$45,873
Average Age:	32.9
Average Education:	11.7
Average Home Value:	\$66,600
Population Change (1999-2004):	3.4
Retail Sales Change (1999-2004):	33.6
Cable Penetration:	75.4
Number of Class B or C FMs:	10

Confidence Levels

2000 Revenue Estimates:
2001-to-2005 Revenue Estimates:

Comments: Market reports revenue to Miller, Kaplan and all viable stations cooperate. Managers predict 4% to 5% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$27,700,000	18.6	0.0036
Television	\$58,000,000	38.8	0.0075
Newspaper	\$55,000,000	36.8	0.0071
Outdoor	\$5,100,000	3.4	0.0007
Cable TV	\$3,500,000	2.3	0.0005
Media Totals:	\$149,300,000		0.0194

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: KRVE FM, WFMF FM, WJBO AM, WSKR AM, WYNK FM, WYNK AM	\$12,187,000	44.0
2 Guaranty Broadcasting: KKAY FM, WDGL FM, WHMD FM, WTGE FM, WUXN FM, WXCT FM	\$9,170,000	32.8
3 Citadel: KOOJ FM, KQXL FM, WCAC FM, WEMX FM, WIBR AM, WXOK AM	\$6,060,000	21.9

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WDGL FM	CL AOR	\$5,100,000	18.4
2 WYNK AF	C	\$4,200,000	15.2
3 KRVE FM	AC	\$3,200,000	11.6
4 WJBO AM	N/T	\$2,430,000	8.8
5 WEMX FM	B	\$2,370,000	8.6
6 WXCT FM	C	\$2,320,000	8.4
7 WFMF FM	CHR	\$2,250,000	8.1
8 WTGE FM	B/O	\$1,570,000	5.7
9 KQXL FM	B/AC	\$1,400,000	5.1
10 WXOK AM	B	\$1,000,000	3.6
11 KOOJ FM	O	\$700,000	2.5
12 WCAC FM	C	\$350,000	1.3
13 WIBR AM	SPRTS	\$240,000	0.9
14 WSKR AM	SPRTS	\$107,000	0.4
15 WUXN FM	AOR-NR	\$80,000	0.3

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	85.6	\$23,355,000	(-0.2)
National:	14.4	\$3,940,000	(+25.7)

Note: Trade equals 4.4% of local. In 1999, it was 4.7%

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Petrochemicals Government Shipping/Port Rubber Products	Provident		Turner Industries Group	

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	67.1	<\$20: 26.8	12-to-24 25.2
Black:	31.4	\$20-\$49.9: 33.5	25-to-54 54.4
Amer. Indian:	0.2	\$50-\$99.9: 29.3	55-plus 20.4
Asian/Pac. Isl.:	1.4	\$100+: 10.4	Non High School Grad: 22.9
Hispanic: *	1.8		High School Grad: 32.1
			College 1-3 years: 22.9
			College 4+ years: 22.1

Viable Stations

KOOJ-FM	KQXL-FM	KRVE-FM	WCAC-FM
WDGL-FM	WEMX-FM	WFMF-FM	WIBR-AM
WJBO-AM	WTGE-FM	WXCT-FM	WXOK-AM
WYNK-AF			

Colleges and Universities

	(# of Students)
Louisiana State U. and Ag. and Mechanical Coll.	28,528
Southeastern Louisiana U.	15,149
Southern U. and Ag. and Mechanical Coll.	9,488
Total Students (FT & PT)	53,165

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WBRZ	Baton Rouge	2	ABC	LA TV	
WAFB	Baton Rouge	9	CBS	Raycom	
KBTR-LP	Baton Rouge	19	UPN	Great Oaks	
KANC-LP	Baton Rouge	21	IND	Great Oaks	
WLPB-TV	Baton Rouge	27	PBS	LA ETV	
WVLA (JSA)	Baton Rouge	33	NBC	Knight	Galloway
KWBJ-LP	Morgan City	39	WB	ATVC	
WGMB	Baton Rouge	44	FOX	Comm. Corp.	

Best Golf Courses

CC of Louisiana, Baton Rouge CC, Bluffs on, Thompson Creek

Weather Data

NO WEATHER DATA AVAILABLE
See New Orleans for an approximation

Major Daily Newspapers

	AM	PM	Sun	Owner
The Advocate; Sunday Advocate	93,625		126,056	Manship Family

Employment Breakdowns

By Industry			By Occupation		Unemployment	
1 Retail Trade	44,297	16.88%	Admin. Support/Clerical	43,783	16.69%	Jul 90: N/A
2 Educational Svcs.	30,950	11.80%	Professional	40,142	15.30%	Jul 91: 7.5%
3 Manufac., Non-Durables	28,387	10.82%	Precis. Produc./Craft/Repair	35,038	13.35%	Jul 92: 7.2%
4 Construction	22,255	8.48%	Sales	32,565	12.41%	Jul 93: 6.9%
5 Other Prof. Svcs.	19,630	7.48%	Exec., Admin. & Managerial	31,644	12.06%	Jul 94: 7.8%
6 Health Svcs.	18,500	7.05%	Svc., Exclud. Protective & HH	24,750	9.43%	All of 1995 6.2%
7 Fin., Ins. & Real Estate	17,667	6.73%	Technicians & Support	11,724	4.47%	All of 1996 5.8%
8 Public Administration	16,027	6.11%	Machine Oprs., Fab., Assemb. & Inspec.	11,443	4.36%	All of 1997 5.3%
9 Business & Repair Svcs.	11,902	4.54%	Transportation & Moving	11,420	4.35%	All of 1998 4.6%
10 Wholesale Trade	10,833	4.13%	Handlers, Cleaners, Help., Laborers	9,933	3.79%	All of 1999 4.0%
Total Metro Employees	262,359					
Top 10 Total Employees	220,448	84.03%				

Major Radio Station Sales

Major Radio Station Sales Since 1994

Year	Calls	From	To	Price	(E)
1994	WLUX	Sold by Swaggert		\$450,000	
1995	WYNK A/F	Narragansett	Gulfstar	\$11,500,000	
1995	WJBO, WFMF-F	Jenne	Gulfstar	\$8,500,000	
1996	WTGE-F	Vetter	Guaranty	\$5,500,000	
1996	WBBU-F (Baker)		Guaranty	\$1,750,000	
1996	WIBR, WKJN-F	Don Nelson	Citywide		
1996	WQCK-F (Clinton)			\$2,025,000	
1997	WBIU		Capstar	\$250,000	
1997	KRVE-F		Capstar	\$7,100,000	
1998	WXOK/KQXL-F/WEMX-F/ WIBR/WKJN-F	Citywide	Citadel	\$34,000,000	
7/22/99	KOOJ FM	KTBT Radio Co.	Citadel	\$9,500,000	
11/28/99	KKAY FM	Gulf South Broadcasters	Guaranty	\$1,200,000	

www.duncanradio.com

Beaumont-Port Arthur

2000 ARB Rank:	127	2000 Revenue:	\$14,500,000	Manager's Market Ranking (current):	3.0
2000 MSA Rank:	134	Rev per Share Point:	\$211,370	Manager's Market Ranking (future):	3.3
2000 DMA Rank:	137	Population per Station:	26,058		
2000 Rev Rank:	130 of 173	2000 Revenue Change:	13.3%	Five-year revenue gain % (95-00):	57.6

Revenue History and Projections

	Radio Revenue History					Radio Revenue Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	9.2	11.0	11.5	12.4	12.8	14.5					
Yearly Growth Rate (95-00): 5.9% assigned											
Projected Revenue Estimates:							15.0	15.9	16.6	17.5	19.1
Revenue per Capita:	24.53	29.02	30.34	32.38	33.60	37.96					
Yearly Growth Rate (95-00): 5.1% assigned											
Projected Revenue per Capita:							39.16	41.41	43.12	45.46	49.48
Resulting Revenue Estimate:							15.7	16.6	17.4	18.3	20.0
Revenue as % of Retail Sales:	0.0023	0.0027	0.0027	0.0028	0.0028	0.0030					
Mean % (95-00) 0.0027											
Resulting Revenue Estimate:							13.8	14.6	15.4	16.2	17.0
MEAN REVENUE ESTIMATE:							14.8	15.7	16.5	17.3	18.7

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.375	0.379	0.379	0.383	0.381	0.382	0.383	0.384	0.385	0.385	0.386
Retail Sales (billions):	4.00	4.10	4.20	4.40	4.60	4.80	5.10	5.40	5.70	6.00	6.30

Market Profile

Below-the-Line Listening Shares:	20.9
Unlisted Station Listening:	10.5
Total Lost Listening:	31.4
Available Share Points:	68.6
Number of Viable Stations:	7.5
Average Share Points per Viable Station:	9.1
Rev. per Available Share Point:	\$211,370
Estimated Rev. for Mean Station:	\$1,923,467
Average HH Income:	\$37,858
Average Age:	35.9
Average Education:	11.9
Average Home Value:	\$42,900
Population Change (1999-2004):	1.0
Retail Sales Change (1999-2004):	30.4
Cable Penetration:	68.9
Number of Class B or C FMs:	7

Confidence Levels

2000 Revenue Estimates:
2001-to-2005 Revenue Estimates:

Comments: Market reports revenue to Miller, Kaplan and all viable stations cooperate.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$14,500,000	31.9	0.0030
Television	\$29,000,000	63.9	0.0060
Newspaper			
Outdoor			
Cable TV	\$1,900,000	4.2	0.0004
Media Totals:	\$45,400,000		0.0095

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: KIOC FM, KKMY FM, KLVI AM, KYKR FM	\$7,020,000	48.4
2 Cumulus Media: KAYD FM, KIKR AM, KQHN AM, KQXY FM, KTCX FM	\$6,486,000	44.7
3 Voice Broadcasting, Inc.: KTFA FM	\$312,000	2.2
4 Citygate Media, Inc.: KOLE AM	\$100,000	0.7
5 Darrell E. Martin: KZZB AM	\$100,000	0.7
6 Covenant Media Services, Inc.: KRCM AM	\$90,000	0.6

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KAYD FM	C	\$2,780,000	19.2
2 KLVI AM	T	\$2,070,000	14.3
3 KKMY FM	AC	\$1,920,000	13.2
4 KTCX FM	B	\$1,916,000	13.2
5 KQXY FM	CHR	\$1,633,000	11.3
6 KYKR FM	C	\$1,550,000	10.7
7 KIOC FM	AOR	\$1,480,000	10.2
8 KTFA FM	REL-CC	\$312,000	2.2
9 KQHN AM	B/G	\$157,000	1.1
10 KZZB AM	B/G	\$100,000	0.7
11 KOLE AM	REL	\$100,000	0.7
12 KRCM AM	G	\$90,000	0.6

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	90.2	\$12,599,000	(+11.6)
National:	9.8	\$1,362,000	(+40.7)

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Oil	Temple-Inland	390	Temple-Inland	

Socio-Economic Breakdowns

Ethnic	Income (\$000)		Age		Education		
White:	72.2	<\$20:	30.0	12-to-24	20.6	Non High School Grad:	25.8
Black:	25.2	\$20-\$49.9:	35.6	25-to-54	50.8	High School Grad:	34.5
Amer. Indian:	0.3	\$50-\$99.9:	27.1	55-plus	28.7	College 1-3 years:	25.9
Asian/Pac.Isl.:	2.4	\$100+:	7.3			College 4+ years:	13.9
Hispanic: *	5.7						

Viable Stations

KAYD-FM	KIOC-FM	KKMY-FM	KLVI-AM
KQXY-FM	KTCX-FM	KTFA-FM	KYKR-FM

Colleges and Universities

	(# of Students)
Lamar U.: Beaumont	9,602
Lamar U. at Port Arthur	2,398
Lamar U. at Orange	1,566
Total Students (FT & PT)	13,566

Competitive Media

Major Over the Air Television Calls					
City of Lic.	Chan.	Net	Owner	LMA/JSA	
Port Arthur	4	NBC	Nexstar		
Beaumont	6	CBS	Freedom		
Beaumont	12	ABC	McKinnon		
Beaumont	34		Commun. ETV		

Best Golf Courses

Weather Data

NO WEATHER DATA AVAILABLE

Major Daily Newspapers

	AM	PM	Sun	Owner
Beaumont Enterprise	57,823		67,844	Hearst Newspapers
Port Arthur News	19,196		19,105	Community Newspaper Holdings Inc.

Employment Breakdowns

By Industry			By Occupation			Unemployment		
1 Retail Trade	28,397	17.97%	Precis. Produc./Craft/Repair	25,946	16.42%	All of 1995		9.8%
2 Manufac., Non-Durables	22,411	14.19%	Admin. Support/Clerical	23,055	14.59%	All of 1996		9.1%
3 Health Svcs.	14,557	9.21%	Professional	20,382	12.90%	All of 1997		8.0%
4 Educational Svcs.	14,381	9.10%	Sales	18,787	11.89%	All of 1998		7.3%
5 Construction	13,353	8.45%	Svc., Exclud. Protective & HH	17,968	11.37%	All of 1999		8.6%
6 Other Prof. Svcs.	8,702	5.51%	Exec., Admin. & Managerial	15,095	9.55%			
7 Manufacturing, Durable Goods	8,508	5.39%	Machine Oprs., Fab., Assemb. & Inspec.	8,975	5.68%			
8 Business & Repair Svcs.	7,256	4.59%	Transportation & Moving	8,029	5.08%			
9 Transportation	6,880	4.35%	Handlers, Cleaners, Help., Laborers	7,039	4.46%			
10 Fin., Ins. & Real Estate	6,628	4.20%	Technicians & Support	7,037	4.45%			
Total Metro Employees	157,982							
Top 10 Total Employees	131,073	82.97%						

Major Radio Station Sales

Major Radio Station Sales Since 1994

Year	Calls	From	To	Price	(E)
1994	KALO	Sold by Clear Channel		\$450,000	
1994	KIOC-F		Bill Sherard	\$2,050,000	
1995	KOLE			\$80,000	
1996	KTCX-F (67%)			\$650,000	
1997	KLVI/KIOC-F/ KKMY-F/KYKR-F	Gulfstar	Capstar		
1997	KAYD-AF, KOHN, KQXY-F		Cumulus	\$10,770,000	
1998	KTCX-F	Pacific (Dames)	Capstar	\$3,600,000	
1998	KKAS/KWDX-F			\$400,000	
7/30/99	KALO AM	Faith Broadcasting	Radio Maria, Inc.	\$900,000	With KLBG Alexandria, LA:
10/1/99	KIOC FM, KKMY FM, KLVI AM, KYKR FM	AMFM	Clear Channel		
1/23/01	KLOI FM, KSET AM	Andrew Bocanegra	William Hill		

Billings

2000 ARB Rank:	246	2000 Revenue:	\$7,600,000	Manager's Market Ranking (current):	2.2
2000 MSA Rank:	281	Rev per Share Point:	\$85,393	Manager's Market Ranking (future):	2.7
2000 DMA Rank:	169	Population per Station:	6,893	15	
2000 Rev Rank:	169 of 173	2000 Revenue Change:	5.6%	Five-year revenue gain % (95-00):	38.2

Revenue History and Projections

	Radio Revenue History					Radio Revenue Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	5.5	5.9	6.4	6.8	7.2	7.6					
Yearly Growth Rate (95-00): 5.8% assigned											
Projected Revenue Estimates:							8.0	8.4	9.1	9.6	10.3
Revenue per Capita:	43.65	46.83	50.39	53.97	56.25	58.92					
Yearly Growth Rate (95-00): 5.1% assigned											
Projected Revenue per Capita:							61.54	64.12	68.94	72.73	77.44
Resulting Revenue Estimate:							8.4	8.8	9.5	10.1	10.8
Revenue as % of Retail Sales:	0.0038	0.0039	0.0041	0.0039	0.0040	0.0040					
Mean % (95-00) 0.0040											
Resulting Revenue Estimate:							7.8	7.9	8.1	8.2	8.4
MEAN REVENUE ESTIMATE:							8.0	8.4	8.9	9.3	9.8

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.126	0.126	0.127	0.126	0.128	0.129	0.130	0.131	0.132	0.132	0.133
Retail Sales (billions):	1.45	1.50	1.56	1.75	1.78	1.90	1.94	1.98	2.02	2.06	2.10

Market Profile

Below-the-Line Listening Shares:	0.6
Unlisted Station Listening:	10.4
Total Lost Listening:	11.0
Available Share Points:	89.0
Number of Viable Stations:	11.0
Average Share Points per Viable Station:	8.1
Rev. per Available Share Point:	\$85,393
Estimated Rev. for Mean Station:	\$691,683
Average HH Income:	\$41,065
Average Age:	36.4
Average Education:	12.7
Average Home Value:	\$62,800
Population Change (1999-2004):	3.1
Retail Sales Change (1999-2004):	15.7
Cable Penetration:	53.3
Number of Class B or C FMs:	9

Confidence Levels

2000 Revenue Estimates:	Below Normal
2001-to-2005 Revenue Estimates:	Below Normal

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$7,600,000	17.7	0.0040
Television	\$16,000,000	37.2	0.0084
Newspaper	\$16,400,000	38.1	0.0086
Outdoor	\$1,600,000	3.7	0.0008
Cable TV	\$1,400,000	3.3	0.0007
Media Totals:	\$43,000,000		0.0226

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: KBBB FM, KBUL AM, KCTR FM, KKBR FM, KMHK FM	\$3,450,000	45.4
2 Fisher: KBLG AM, KRKX FM, KRZN FM, KYA FM	\$2,530,000	33.3
3 New Northwest Broadcasters: KBEX FM, KGHL FM, KGHL AM, KRSQ FM	\$1,450,000	19.1

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KCTR FM	C	\$2,000,000	26.3
2 KRKX FM	AOR	\$1,250,000	16.4
3 KRSQ FM	CHR	\$900,000	11.8
4 KKBR FM	O	\$700,000	9.2
5 KYA FM	CHR	\$650,000	8.6
6 KBLG AM	T	\$480,000	6.3
7 KBBB FM	AC	\$400,000	5.3
8 KGHL AF	C	\$375,000	4.9
9 KMHK FM	CL AOR	\$350,000	4.6
10 KBEX FM	CL HITS	\$175,000	2.3
11 KRZN FM	AOR	\$150,000	2.0

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Agribusiness Oil Refining	Provident			Vision 1

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	95.4	<\$20: 25.6	12-to-24 20.0
Black:	0.6	\$20-\$49.9: 40.1	25-to-54 54.1
Amer. Indian:	3.3	\$50-\$99.9: 27.7	55-plus 25.9
Asian/Pac. Isl.:	0.6	\$100+: 6.5	Non High School Grad: 16.1
Hispanic: *	3.4		High School Grad: 32.1
			College 1-3 years: 30.1
			College 4+ years: 21.8

Viable Stations

KBBB-FM	KBEX-FM	KBLG-AM	KBUL-AM
KCTR-FM	KGHL-AF	KGHL-AM	KKBR-FM
KMHK-FM	KRXX-FM	KRSQ-FM	KRZN-FM
KYYA-FM			

Colleges and Universities

	(# of Students)
Montana State U.: Billings	4,226
Rocky Mountain Coll.	775
Montana State U.: Billings C of Technology	510
Total Students (FT & PT)	5,511

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KTVQ	Billings	2	CBS	Cordillera	
KHMT	Hardin	4	FOX	Wolf Mtn.	Quorum
KSVI	Billings	6	ABC	Quorum	
KULR-TV	Billings	8	NBC	KULR	

Major Daily Newspapers

	AM	PM	Sun	Owner
Billings Gazette	47,800		54,217	Lee Enterprises Inc.

Best Golf Courses

Weather Data

NO WEATHER DATA AVAILABLE

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade 13,071 20.88%	Admin. Support/Clerical 10,458 16.71%	All of 1995 4.8%
2 Health Svcs. 5,700 9.11%	Sales 9,394 15.01%	All of 1996 4.4%
3 Educational Svcs. 5,090 8.13%	Svc., Exclud. Protective & HH 9,032 14.43%	All of 1997 4.5%
4 Other Prof. Svcs. 4,871 7.78%	Professional 8,123 12.98%	All of 1998 4.4%
5 Wholesale Trade 4,622 7.38%	Exec., Admin. & Managerial 7,918 12.65%	All of 1999 4.0%
6 Fin., Ins. & Real Estate 4,293 6.86%	Precis. Produc./Craft/Repair 6,134 9.80%	
7 Transportation 3,842 6.14%	Transportation & Moving 2,990 4.78%	
8 Business & Repair Svcs. 3,461 5.53%	Handlers, Cleaners, Help., Laborers 2,239 3.58%	
9 Construction 3,194 5.10%	Technicians & Support 2,060 3.29%	
10 Public Administration 2,822 4.51%	Farming, Forestry & Fishing 1,647 2.63%	
Total Metro Employees 62,596		
Top 10 Total Employees 50,966 81.42%		

Major Radio Station Sales

Major Radio Station Sales Since 1991

Year	Calls	From	To	Price	(E)
1991	KGHL, KIDX-F			\$1,000,000	
1992	KYYA-F	Meyer	Sunbrook	\$415,000	
1993	KZLS-F		Citadel	\$300,000	
1993	KDWG-F (Hardin)			\$450,000	
1994	KDWG, KCTR-F, KKBR-F	Citadel	Deschutes	\$3,100,000	
1994	KURL	Sold by Christian Enterprises		\$300,000	
1994	KBLG, KRXX-F, KYYA-F	Sunbrook	Fisher	\$1,600,000	
1996	KBMJ-F (Hardin)		Deschutes River	\$600,000	
1996	KBKO-F	Traded	Deschutes		Bergman stations
1997	KGHL, KIDX-F	1-on-1 Sprts	Amer. Cities	\$1,400,000	
1997	KMZK (1240)		KURL owner	\$115,000	
1/14/99	KBBB FM, KBUL AM, KCTR FM, KKBR FM, KMHK FM	Citadel	Marathon		Group: \$26,000,000
5/25/99	KGHL AM, KIDX FM, KRSQ FM	Marathon	New Northwest	\$3,900,000	
12/22/00	KBBB FM, KBUL AM, KCTR FM, KKBR FM, KMHK FM	Marathon Media	Clear Channel		

Binghamton

2000 ARB Rank:	166	2000 Revenue:	\$10,500,000	Manager's Market Ranking (current):	2.3
2000 MSA Rank:	181	Rev per Share Point:	\$132,576	Manager's Market Ranking (future):	2.7
2000 DMA Rank:	156	Population per Station:	13,820	Five-year revenue gain % (95-00):	32.9
2000 Rev Rank:	154 of 173	2000 Revenue Change:	8.2%		

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	7.9	8.3	8.6	9.0	9.7	10.5					
Yearly Growth Rate (95-00): 4.6% assigned											
Projected Revenue Estimates:							10.8	11.4	12.3	12.9	13.8
Revenue per Capita:	30.62	32.81	34.54	36.15	39.11	42.51					
Yearly Growth Rate (95-00): 4.8% assigned											
Projected Revenue per Capita:							43.90	46.53	50.41	53.31	57.26
Resulting Revenue Estimate:							11.3	11.9	12.9	13.5	14.4
Revenue as % of Retail Sales:	0.0032	0.0032	0.0032	0.0032	0.0033	0.0035					
Mean % (95-00) 0.0033											
Resulting Revenue Estimate:							10.4	11.0	11.5	12.0	12.5
MEAN REVENUE ESTIMATE:							10.8	11.4	12.2	12.8	13.6

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.258	0.253	0.249	0.249	0.248	0.247	0.246	0.245	0.244	0.242	0.241
Retail Sales (billions):	2.50	2.60	2.70	2.80	2.90	3.00	3.16	3.32	3.48	3.64	3.80

Market Profile

Below-the-Line Listening Shares:	2.8
Unlisted Station Listening:	18.0
Total Lost Listening:	20.8
Available Share Points:	79.2
Number of Viable Stations:	10.0
Average Share Points per Viable Station:	7.9
Rev. per Available Share Point:	\$132,576
Estimated Rev. for Mean Station:	\$1,047,350
Average HH Income:	\$41,180
Average Age:	36.8
Average Education:	12.6
Average Home Value:	\$78,000
Population Change (1999-2004):	-2.4
Retail Sales Change (1999-2004):	25.5
Cable Penetration:	73.6
Number of Class B or C FMs:	3

Confidence Levels

2000 Revenue Estimates:	Below Normal
2001-to-2005 Revenue Estimates:	Below Normal

Comments: Managers expect 4% to 5% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$10,500,000	17.4	0.0035
Television	\$20,400,000	33.9	0.0068
Newspaper	\$24,900,000	41.4	0.0083
Outdoor	\$2,400,000	4.0	0.0008
Cable TV	\$2,000,000	3.3	0.0007
Media Totals:	\$60,200,000		0.0201

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Citadel: WAAL FM, WHWK FM, WKOP AM, WNBK AM, WYOS FM	\$5,999,000	57.0
2 Clear Channel: WBBI FM, WENE AM, WINR AM, WKGB FM, WMRV FM, WMXW FM	\$3,280,000	31.2
3 WEBO Radio, Inc.: WEBO AM, WLTB FM	\$750,000	7.1
4 Equinox Broadcasting Corp.: WCDW FM	\$150,000	1.4

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WHWK FM	C	\$2,600,000	24.8
2 WAAL FM	CL AOR	\$1,900,000	18.1
3 WMRV FM	CHR	\$1,700,000	16.2
4 WMXW FM	AC	\$930,000	8.9
5 WNBK AM	N/T	\$800,000	7.6
6 WLTB FM	SAC	\$750,000	7.1
7 WYOS FM	O	\$550,000	5.2
8 WKGB FM	AOR	\$300,000	2.9
9 WBBI FM	C	\$175,000	1.7
10 WCDW FM	AC/NR	\$150,000	1.4

Commerce and Industry

Important Businesses and Industries

Electrical Equipment
Shoes/Clothing
Photographic Equipment

Fortune 500 Companies

Forbes 500 Companies

Forbes Largest Private Companies

INC 500 Companies

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	95.4	<\$20: 26.5	12-to-24 21.0
Black:	2.0	\$20-\$49.9: 40.3	25-to-54 50.7
Amer. Indian:	0.2	\$50-\$99.9: 27.5	55-plus 28.4
Asian/Pac.Isl.:	2.4	\$100+:	5.7
Hispanic: *	1.5		

Viabale Stations

WAAL-FM	WBBI-FM	WCDW-FM	WENE-AM
WHWK-FM	WINR-AM	WKGB-FM	WKOP-AM
WLTB-FM	WMRV-FM	WMXW-FM	WNBF-AM
WYOS-FM			

Colleges and Universities

(# of Students)

SUNY at Binghamton	12,067
Broome CC	4,462
Total Students (FT & PT)	16,529

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WBGH-LP	Binghamton	8	NBC	Ackerley	
WBNG-TV	Binghamton	12	CBS	SJL Northeast	
WIVT	Binghamton	34	ABC	Ackerley	
WICZ-TV	Binghamton	40	FOX	Northwest	
WSKG	Binghamton	46	PBS	WSKG PTV	

Best Golf Courses

Weather Data

NO WEATHER DATA AVAILABLE.

Major Daily Newspapers

	AM	PM	Sun	Owner
Press & Sun-Bulletin	64,844		79,498	Gannett Co. Inc.

Employment Breakdowns

By Industry			By Occupation			Unemployment		
1	Manufacturing, Durable Goods	25,933 22.51%	Professional	20,130	17.47%	All of 1995	5.4%	
2	Retail Trade	19,875 17.25%	Admin. Support/Clerical	17,187	14.92%	All of 1996	4.5%	
3	Educational Svcs.	12,129 10.53%	Svc., Exclud. Protective & HH	14,077	12.22%	All of 1997	4.2%	
4	Health Svcs.	10,927 9.49%	Exec., Admin. & Managerial	13,532	11.75%	All of 1998	3.9%	
5	Other Prof. Svcs.	6,704 5.82%	Precis. Produc./Craft/Repair	12,613	10.95%	All of 1999	4.1%	
6	Construction	6,592 5.72%	Sales	12,203	10.59%			
7	Manufac., Non-Durables	5,551 4.82%	Machine Oprs., Fab., Assemb. & Inspec.	7,504	6.51%			
8	Fin., Ins. & Real Estate	4,954 4.30%	Technicians & Support	6,611	5.74%			
9	Business & Repair Svcs.	4,193 3.64%	Transportation & Moving	4,164	3.61%			
10	Wholesale Trade	3,553 3.08%	Handlers, Cleaners, Help., Laborers	3,624	3.15%			
Total Metro Employees		115,202						
Top 10 Total Employees		100,411			87.16%			

Major Radio Station Sales

Major Radio Station Sales Since 1993

Year	Calls	From	To	Price	(E)
1993	WMXW-F		Enterprise	\$3,250,000	
1993	WMRV A/F		Enterprise		
1994	WNBF, WHWK-F	Amer. Radio Sys.	Wicks	\$4,800,000	
1996	WYOS-F (Chenango)		Wicks	\$550,000	
1997	WKOP/WAAL-F	Regional	Wicks		
1997	WEBO, WGRG-F			\$176,000	
1997	WENE, WMRV-F, WMXW-F		Majac	\$6,000,000	
1997	WKGB-F		Majac	\$675,000	
1998	WAAL-F, WYOS-F, WKOP, WHWK-F, WNBF	Wicks	Citadel		
11/4/99	WINR AM	Titus Broadcasting Systems, Inc.	Citadel	WKOP (1360) + \$600,000	
11/4/99	WKOP AM	Citadel	Titus Broadcasting Systems, Inc.	Swap WKOP (1360) + \$600,000 for WINR	
1/20/00	WENE AM, WBBI FM, WKGB FM, WMRV FM, WMXW FM	Majac	Clear Channel	Portfolio: \$20,000,000	
5/25/00	WEBO AM	WEBO Radio	Tioga Media	\$1	
8/8/00	WINR AM, WINR AM	Titus Broadcasting Systems, Inc.	Clear Channel		
9/29/00	WIYN FM	Delaware County Bcstg Corp.	BanJo		

Birmingham

2000 ARB Rank:	55	2000 Revenue:	\$47,300,000	Manager's Market Ranking (current):	3.4
2000 MSA Rank:	67	Rev per Share Point:	\$543,900	Manager's Market Ranking (future):	3.9
2000 DMA Rank:	39	Population per Station:	32,908	25	
2000 Rev Rank:	50 of 173	2000 Revenue Change:	7.5%	Five-year revenue gain % (95-00):	46.0

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	32.4	35.7	37.8	41.6	44.0	47.3					
Yearly Growth Rate (95-00): 6.8% assigned											
Projected Revenue Estimates:							49.6	52.9	57.7	62.3	66.6
Revenue per Capita:	36.74	39.84	41.86	45.51	47.83	51.19					
Yearly Growth Rate (95-00): 7.2% assigned											
Projected Revenue per Capita:							53.45	56.76	61.65	66.21	70.48
Resulting Revenue Estimate:							51.9	55.4	60.4	65.2	69.7
Revenue as % of Retail Sales:	0.0036	0.0038	0.0039	0.0042	0.0042	0.0042					
Mean % (95-00) 0.0040											
Resulting Revenue Estimate:							46.8	48.4	50.0	51.6	53.2
MEAN REVENUE ESTIMATE:							49.4	52.2	56.0	59.7	63.2

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.882	0.896	0.903	0.914	0.920	0.924	0.928	0.932	0.936	0.941	0.945
Retail Sales (billions):	9.10	9.30	9.60	10.00	10.60	11.30	11.70	12.10	12.50	12.90	13.30

Market Profile

Below-the-Line Listening Shares:	1.8
Unlisted Station Listening:	10.5
Total Lost Listening:	12.3
Available Share Points:	87.7
Number of Viable Stations:	17.0
Average Share Points per Viable Station:	5.2
Rev. per Available Share Point:	\$543,900
Estimated Rev. for Mean Station:	\$2,828,280
Average HH Income:	\$41,724
Average Age:	36.3
Average Education:	11.8
Average Home Value:	\$59,200
Population Change (1999-2004):	2.3
Retail Sales Change (1999-2004):	21.7
Cable Penetration:	69.8
Number of Class B or C FMs:	10

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan, WATV, WLGS, WJLD, WDJC-F and a few others do not participate. Managers expect 4% to 6% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$47,300,000	18.0	0.0042
Television	\$104,400,000	39.8	0.0092
Newspaper	\$96,000,000	36.6	0.0085
Outdoor	\$9,200,000	3.5	0.0008
Cable TV	\$5,500,000	2.1	0.0005
Media Totals:	\$262,400,000		0.0232

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Cox Radio: WAGG AM, WBHJ FM, WBHK FM, WODL FM, WRJS AM, WRLR FM, WZZK FM	\$21,096,000	44.2
2 Citadel: WAPI AM, WJOX AM, WRAX FM, WYSF FM, WZRR FM	\$14,727,000	30.9
3 Clear Channel: WDXB FM, WENN FM, WERC AM, WMJJ FM, WQEM FM, WQEN FM	\$10,125,000	21.2
4 Crawford: WDJC FM, WLGS AM, WYDE AM	\$1,280,000	2.7
5 Birmingham Ebony Broadcasting, Inc.: WATV AM	\$300,000	0.6
6 Richardson Broadcasting Co.: WJLD AM	\$230,000	0.5

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WZZK FM	C	\$6,750,000	14.2
2 WYSF FM	SAC	\$5,306,000	11.1
3 WBHK FM	B/AC	\$5,060,000	10.6
4 WMJJ FM	AC	\$4,655,000	9.8
5 WODL FM	O	\$3,560,000	7.5
6 WRAX FM	AOR-NR	\$3,410,000	7.1
7 WBHJ FM	B	\$3,390,000	7.1
8 WZRR FM	CL AOR	\$3,210,000	6.7
9 WERC AM	N/T	\$2,220,000	4.7
10 WQEN FF	CHR	\$1,910,000	4.0
11 WJOX AM	SPRTS	\$1,873,000	3.9
12 WRLR FM	AOR	\$1,493,000	3.1
13 WDJC FM	REL	\$1,150,000	2.4
14 WDXB FM	C	\$1,120,000	2.3
15 WAPI AM	N	\$928,000	1.9
16 WAGG AM	B/G	\$843,000	1.8
17 WATV AM	B/O	\$300,000	0.6
18 WJLD AM	B/AC	\$230,000	0.5
19 WENN FM	B/O	\$220,000	0.5
20 WLGS AM	ST	\$130,000	0.3

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	75.6	\$34,721,000	(+8.8)
National:	24.4	\$11,233,000	(+1.8)
Note: Trade equals 1.6% of local. In 1999, it was 1.7% and in 1998, it was 2.9%			

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Medicine/Biotech	Saks 283	AmSouth Bancorporation	American Cast Iron Pipe	Pyramid Digital Solutions
Iron and Steel	Healthsouth 400	Compass Bancshares	BE&K	
Fabricated Metals	SouthTrust Corp. 427	HealthSouth	Brasfield & Gorrie	
Government	Regions Financial 436	Protective Life	Drummond	
Textiles	Amsouth Bancorp. 444	Regions Financial	Ebsco Industries	
Coal Mining		SouthTrust Corporation	McWane	
		Torchmark	O'Neal Steel	

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	70.4	<\$20: 24.6	12-to-24 20.5
Black:	28.9	\$20-\$49.9: 34.1	25-to-54 52.9
Amer. Indian:	0.2	\$50-\$99.9: 29.6	55-plus 26.6
Asian/Pac.Isl.:	0.6	\$100+: 11.8	Non High School Grad: 25.9
Hispanic: *	0.8		High School Grad: 28.3
			College 1-3 years: 24.8
			College 4+ years: 21.0

Viable Stations

WAGG-AM	WAPI-AM	WATV-AM	WBHJ-FM
WBHK-FM	WDJC-FM	WDXB-FM	WENN-FM
WERC-AM	WJOX-AM	WMJJ-FM	WODL-FM
WQEN-FM	WRAX-FM	WRLR-FM	WYSF-FM
WZRR-FM	WZZK-FM		

Colleges and Universities

	(# of Students)
U. of Alabama	18,268
U. of Alabama at Birmingham	14,185
Gadsden State CC	4,598
Shelton State CC	4,585
Samford U.	4,431
Jefferson State CC	2,997
Total Students (FT & PT)	54,959

Best Golf Courses

CC of Birmingham, Shoal Creek, Pine Tree CC, Riverchase CC, Mountain Brook, Greystone GC

Weather Data

Elevation:	620		
Annual Precipitation:	53.5 in.		
Annual Snowfall:	1.2 in.		
Average Windspeed:	7.4 (S)		
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	54.3	90.3	73.6
Avg. Min. Temp:	34.1	69.5	51.2
Average Temp:	44.2	79.9	62.4

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WBRC	Birmingham	6	FOX	Fox	
WBHQ	Birmingham	10	PBS	AL ETV	
WVTM	Birmingham	13	NBC	NBC	
WTTO	Birmingham	21	WB	Sinclair	
WCFT-TV	Tuscaloosa	33	ABC	Albritton	
WJSU-TV	Anniston	40	ABC	Osborn	
WIAT	Birmingham	42	CBS	Media General	
WPXH	Gadsden	44	PAX	Paxon	
WBMA-LP	Birmingham	58	ABC	Allbritton	
WABM	Birmingham	68	UPN	Glencair	Sinclair

Major Daily Newspapers

	AM	PM	Sun	Owner
The Birmingham News;				
Birmingham News/Birmingham				
Post-Herald	152,007		186,001	Newhouse
Birmingham Post-Herald;				
Birmingham News/Birmingham				
Post-Herald		18,081		E W Scripps Co. (Scripps Howard)

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade 68,871 16.07%	Admin. Support/Clerical 74,261 17.33%	Jul 89: 6.1%
2 Health Svcs. 44,177 10.31%	Professional 61,565 14.37%	Jul 91: 5.8%
3 Manufacturing, Durable Goods 39,207 9.15%	Sales 61,084 14.26%	Jul 92: 6.8%
4 Fin., Ins. & Real Estate 35,580 8.30%	Exec., Admin. & Managerial 56,313 13.14%	Jul 93: 6%
5 Educational Svcs. 31,924 7.45%	Precis. Produc./Craft/Repair 47,724 11.14%	Jul 94: 4.2%
6 Other Prof. Svcs. 29,625 6.91%	Svc., Exclud. Protective & HH 37,175 8.68%	All of 1995 4.2%
7 Construction 29,317 6.84%	Machine Oprs., Fab., Assemb. & Inspec. 24,344 5.68%	All of 1996 3.2%
8 Wholesale Trade 24,824 5.79%	Transportation & Moving 17,620 4.11%	All of 1997 3.4%
9 Commun. & Pub. Util. 24,009 5.60%	Technicians & Support 17,144 4.00%	All of 1998 2.8%
10 Manufac., Non-Durables 22,298 5.20%	Handlers, Cleaners, Help., Laborers 16,555 3.86%	All of 1999 3.1%
Total Metro Employees 428,485		
Top 10 Total Employees 349,832 81.64%		

Major Radio Station Sales

Major Radio Station Sales Since 1994

Year	Calls	From	To	Price	(E)
1994	WOWC-F		Sold to WERC, WMJJ-F owner	\$3,200,000	
1995	WWBR-F (50%)		Amer. General	\$540,000	
1996	WODL-F	NewCity	Cox	\$9,000,000	
1996	WZZK-AF	NewCity	Cox	\$35,000,000	
1996	WBHK-F		Parmer/Heftel	\$6,000,000	
1997	WERC/WMJJ-F/WOWC-F		Capstar	\$31,000,000	
1997	WAGG		Cox	\$500,000	
1997	WENN-F		Dick	\$14,000,000	
1997	WBHJ-F/WBHK-F	H & P	Cox	\$17,000,000	
1997	FM CP (Columbiana)		Capstar	\$75,000	
1997	FM CP (97.3: Homewood)		Cox	\$5,500,000	
1998	WYDE	Amer. General	Hibernia	\$700,000	
3/10/99	WENN FM	American General	Capstar	\$3,087,500	
3/25/99	WSMQ AM	Bessemer Radio	Pownomics Birmingham	\$250,000	
9/15/99	WMKI AM	Hibernia	Crawford	\$2,750,000	
10/1/99	WERC AM, WMJJ FM, WOWC FM, WQEN FM	AMFM	Clear Channel		
10/19/99	WQEM FM	Sharepoint Mgmt., Inc.	AMFM		
5/9/00	WAPI AM, WJOX AM, WRAX FM, WYSF FM, WZRR FM	Dick	Citadel		
9/18/00	WRRS FM	Eddins Broadcasting Co.	STG Media, LLC		
10/23/00	WRRS FM	STG Media, LLC	Salem		

Bismarck

2000 ARB Rank:	266	2000 Revenue:	\$6,500,000	Manager's Market Ranking (current):	2.0
2000 MSA Rank:	321	Rev per Share Point:	\$70,423	Manager's Market Ranking (future):	2.4
2000 DMA Rank:	152	Population per Station:	6,845		
2000 Rev Rank:	173 of 173	2000 Revenue Change:	8.3%	Five-year revenue gain % (95-00):	51.2

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	4.3	4.7	5.1	5.5	6.0	6.5					
Yearly Growth Rate (95-00): 6.0% assigned											
Projected Revenue Estimates:							6.8	7.2	7.5	8.0	8.6
Revenue per Capita:	47.78	51.65	56.04	59.78	64.52	69.89					
Yearly Growth Rate (95-00): 5.7% assigned											
Projected Revenue per Capita:							73.12	77.42	79.79	85.11	91.49
Resulting Revenue Estimate:							7.1	7.5	7.9	8.4	9.0
Revenue as % of Retail Sales:	0.0043	0.0043	0.0046	0.0046	0.0048	0.0051					
Mean % (95-00) 0.0046											
Resulting Revenue Estimate:							6.0	6.3	6.6	6.9	7.1
MEAN REVENUE ESTIMATE:							6.6	7.0	7.3	7.8	8.2

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.090	0.091	0.091	0.092	0.093	0.093	0.093	0.093	0.094	0.094	0.094
Retail Sales (billions):	1.00	1.10	1.10	1.20	1.25	1.28	1.30	1.36	1.43	1.50	1.54

Market Profile

Below-the-Line Listening Shares:	0.0
Unlisted Station Listening:	7.7
Total Lost Listening:	7.7
Available Share Points:	92.3
Number of Viable Stations:	9.5
Average Share Points per Viable Station:	9.7
Rev. per Available Share Point:	\$70,423
Estimated Rev. for Mean Station:	\$683,103
Average HH Income:	\$44,522
Average Age:	35.4
Average Education:	12.0
Average Home Value:	\$63,600
Population Change (1999-2004):	1.1
Retail Sales Change (1999-2004):	20.0
Cable Penetration:	N/A
Number of Class B or C FMs:	7

Confidence Levels

2000 Revenue Estimates:	Below Normal
2001-to-2005 Revenue Estimates:	Below Normal

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$6,500,000	21.0	0.0051
Television	\$10,900,000	35.3	0.0085
Newspaper	\$12,000,000	38.8	0.0094
Outdoor	\$1,500,000	4.9	0.0012
Cable TV			
Media Totals:	\$30,900,000		0.0241

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Cumulus Media: KACL FM, KBMR AM, KBYZ FM, KKCT FM, KLXX AM, KSSS FM	\$3,300,000	50.8
2 Clear Channel: KFYZ AM, KYYY FM	\$2,800,000	43.1
3 Anderson Broadcasting Co.: KODY FM, KXMR AM	\$410,000	6.3

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KFYZ AM	FS	\$2,000,000	30.8
2 KBYZ FM	CL AOR	\$850,000	13.1
3 KYYY FM	CHR/AC	\$800,000	12.3
4 KKCT FM	C	\$750,000	11.5
5 KACL FM	O	\$660,000	10.2
6 KBMR AM	C/O	\$590,000	9.1
7 KSSS FM	CL AOR	\$310,000	4.8
8 KODY FM	REL	\$300,000	4.6
9 KLXX AM	ST	\$140,000	2.2
10 KXMR AM	T	\$110,000	1.7

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	96.4	<\$20: 22.1	12-to-24 21.6
Black:	0.1	\$20-\$49.9: 38.4	25-to-54 53.3
Amer. Indian:	2.9	\$50-\$99.9: 31.7	55-plus 25.1
Asian/Pac.Isl.:	0.6	\$100+: 7.7	Non High School Grad: 19.7
Hispanic: *	0.8		High School Grad: 26.6
			College 1-3 years: 31.2
			College 4+ years: 22.5

Viable Stations

KACL-FM	KBMR-AM	KBYZ-FM	KFYR-AM
KKCT-FM	KLXX-AM	KNDR-FM	KQDY-FM
KSSS-FM	KXMR-AM	KYYY-FM	

Colleges and Universities

Colleges and Universities	(# of Students)
Bismarck State Coll.	2,594
U. of Mary	2,160
United Tribes Technical Coll.	254
Total Students (FT & PT)	5,008

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KBME	Bismarck	3	PBS	Sunrise	
KFYR-TV	Bismarck	5	NBC	Sunrise	
KXMB-TV	Bismarck	12	CBS	Reiten	
KBMY	Bismarck	17	ABC	Forum	

Best Golf Courses

Weather Data

NO WEATHER DATA AVAILABLE.

Major Daily Newspapers

Major Daily Newspapers	AM	PM	Sun	Owner
The Bismarck Tribune	30,290		32,942	Lee Enterprises Inc.

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade 8,858 18.65%	Admin. Support/Clerical 7,571 15.94%	All of 1995 3.3%
2 Health Svcs. 5,510 11.60%	Professional 7,416 15.61%	All of 1996 2.9%
3 Public Administration 4,185 8.81%	Svc., Exclud. Protective & HH 6,757 14.23%	All of 1997 2.5%
4 Educational Svcs. 4,032 8.49%	Sales 6,097 12.84%	All of 1998 3.0%
5 Other Prof. Svcs. 3,615 7.61%	Exec., Admin. & Managerial 5,969 12.57%	All of 1999 3.0%
6 Construction 3,152 6.64%	Precis. Produc./Craft/Repair 4,304 9.06%	
7 Fin., Ins. & Real Estate 2,927 6.16%	Farming, Forestry & Fishing 2,063 4.34%	
8 Agri., Forestry & Fisheries 2,366 4.98%	Technicians & Support 1,982 4.17%	
9 Transportation 2,001 4.21%	Transportation & Moving 1,871 3.94%	
10 Commun. & Pub. Util. 1,967 4.14%	Handlers, Cleaners, Help., Laborers 1,388 2.92%	
Total Metro Employees 47,493		
Top 10 Total Employees 38,613 81.30%		

Major Radio Station Sales

Major Radio Station Sales Since 1994

Year	Calls	From	To	Price	(E)
1994	101.5, CP		Sold to KBMR, KQDY-F owner	\$250,000	
1998	KLXX/KACL-F/ KBYZ-F/KKCT-F	J. Ingstad	Cumulus	\$7,000,000	
1998	KFYR/KYYY-F	Meye	Jacor	\$4,800,000	
1998	KFYR/KYYY-F	Jacor	Clear Channel		
1/5/99	KBMR AM, KSSS FM, KXMR AM	Anderson Broadcasting	Cumulus	Portfolio: \$3,750,000	
10/22/99	KQDY FM	Cumulus	Educ. Media Found.	\$550,000	

www.duncanradio.com

Bloomington, IL

2000 ARB Rank:	230	2000 Revenue:	\$9,100,000	Manager's Market Ranking (current):	3.2
2000 MSA Rank:	255	Rev per Share Point:	\$162,791	Manager's Market Ranking (future):	3.4
2000 DMA Rank:	112 (w/Peoria)	Population per Station:	24,380	Five-year revenue gain % (95-00):	51.7
2000 Rev Rank:	163 of 173	2000 Revenue Change:	7.1%		

Revenue History and Projections

	Radio Revenue History						Radio Revenue Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	6.0	6.4	7.2	7.8	8.5	9.1					
Yearly Growth Rate (95-00): 6.2% assigned											
Projected Revenue Estimates:							9.5	10.0	10.6	11.4	12.2
Revenue per Capita:	42.86	45.39	50.70	54.17	57.82	61.49					
Yearly Growth Rate (95-00): 5.1% assigned											
Projected Revenue per Capita:							63.33	65.79	68.83	73.08	77.71
Resulting Revenue Estimate:							9.9	10.5	11.1	11.9	12.8
Revenue as % of Retail Sales:	0.0036	0.0037	0.0040	0.0042	0.0044	0.0046					
Mean % (95-00) 0.0041											
Resulting Revenue Estimate:							8.9	9.5	10.2	10.8	11.5
MEAN REVENUE ESTIMATE:							9.4	10.0	10.6	11.4	12.2

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.140	0.141	0.142	0.144	0.147	0.148	0.150	0.152	0.154	0.156	0.157
Retail Sales (billions):	1.69	1.75	1.80	1.86	1.92	2.00	2.16	2.32	2.48	2.64	2.80

Market Profile

Below-the-Line Listening Shares:	29.6
Unlisted Station Listening:	14.5
Total Lost Listening:	44.1
Available Share Points:	55.9
Number of Viable Stations:	4.5
Average Share Points per Viable Station:	12.4
Rev. per Available Share Point:	\$162,791
Estimated Rev. for Mean Station:	\$2,018,608
Average HH Income:	\$54,316
Average Age:	32.3
Average Education:	13.1
Average Home Value:	\$65,900
Population Change (1999-2004):	6.1
Retail Sales Change (1999-2004):	37.5
Cable Penetration:	N/A
Number of Class B or C FMs:	2

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Managers expect a 3% to 5% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$9,100,000	24.7	0.0046
Television	\$9,300,000	25.2	0.0047
Newspaper	\$16,600,000	45.0	0.0083
Outdoor	\$1,900,000	5.1	0.0010
Cable TV			
Media Totals:	\$36,900,000		0.0185

Note: Use Newspaper and Outdoor estimates with caution. Part of Peoria DMA. TV revenue is estimate of Bloomington's share of total DMA TV revenue. Total TV revenue for DMA is estimated at \$36,400,000.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Citadel: WBNQ FM, WBWN FM, WJBC AM	\$7,895,000	86.8
2 Radio Partners: WIHN FM, WSNI FM	\$1,100,000	12.1

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WJBC AM	FS	\$2,735,000	30.1
2 WBNQ FM	CHR	\$2,620,000	28.8
3 WBWN FM	C	\$2,540,000	27.9
4 WIHN FM	AOR	\$800,000	8.8
5 WSNI FM	AC	\$300,000	3.3

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Farm Machinery Insurance Dairy Products Agriculture Vacuum Cleaners	State Farm Insurance Cos. 21			

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	93.2	<\$20: 17.1	12-to-24 29.8
Black:	4.8	\$20-\$49.9: 32.5	25-to-54 48.5
Amer. Indian:	0.2	\$50-\$99.9: 35.6	55-plus 21.7
Asian/Pac. Isl.:	1.8	\$100+: 14.8	
Hispanic: *	1.9		

Viable Stations

Station	WBWN-FM	WIHN-FM	WJBC-AM
WBNQ-FM			
WSNI-FM			

Colleges and Universities

College/University	(# of Students)
Illinois State U.	20,258
Illinois Wesleyan U.	2,020
Mennonite C of Nursing at Illinois State U.	220
Total Students (FT & PT)	22,498

Competitive Media

Major Over the Air Television
See Peoria

Weather Data

NO WEATHER DATA AVAILABLE
See Peoria for an approximation

Major Daily Newspapers	AM	PM	Sun	Owner
The Pantagraph	49,148		53,336	Pulitzer, Inc.

Employment Breakdowns

By Industry		By Occupation		Unemployment	
1 Retail Trade	14,664 18.54%	Admin. Support/Clerical	15,465 19.55%		
2 Fin., Ins. & Real Estate	13,580 17.17%	Professional	12,038 15.22%		
3 Educational Svcs.	10,558 13.35%	Svc., Exclud. Protective & HH	10,370 13.11%		
4 Manufacturing, Durable Goods	5,874 7.43%	Sales	10,162 12.85%		
5 Health Svcs.	5,090 6.44%	Exec., Admin. & Managerial	9,078 11.48%		
6 Other Prof. Svcs.	4,423 5.59%	Precis. Produc./Craft/Repair	6,520 8.24%		
7 Construction	3,465 4.38%	Machine Oprs., Fab., Assemb. & Inspec.	3,705 4.68%		
8 Business & Repair Svcs.	3,023 3.82%	Technicians & Support	2,997 3.79%		
9 Wholesale Trade	2,883 3.64%	Transportation & Moving	2,739 3.46%		
10 Manufac., Non-Durables	2,813 3.56%	Handlers, Cleaners, Help., Laborers	2,709 3.42%		
Total Metro Employees	79,097				
Top 10 Total Employees	66,373 83.91%				

Major Radio Station Sales

Major Radio Station Sales Since 1995

Year	Calls	From	To	Price	(E)
1995	WIHN-F			\$790,000	Cancelled
1995	WIHN-F		Kelly	\$930,000	
1996	WBWN-F	Keister	Bloomington	\$3,250,000	
1998	WAPU-F		Kelly	\$750,000	
1998	WJBC/WBNQ-F/WBWN-F	Bloomington	Mgmt Grp.	\$66,812,850	
1/23/00	WJBC AM, WBNQ FM, WBWN FM	Bloomington	Citadel	Group purchase: \$176,000,000	
4/24/00	WIHN FM, WSNI FM	Kelly	Radio Partners (Schwartz, et al)		S & P

Boise

2000 ARB Rank:	124	2000 Revenue:	\$23,000,000	Manager's Market Ranking (current):	4.1
2000 MSA Rank:	122	Rev per Share Point:	\$269,006	Manager's Market Ranking (future):	4.1
2000 DMA Rank:	123	Population per Station:	15,059		
2000 Rev Rank:	86 of 173	2000 Revenue Change:	19.8%	Five-year revenue gain % (95-00):	76.9

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	13.0	14.8	16.2	18.0	19.2	23.0					
Yearly Growth Rate (95-00): 8.4% assigned											
Projected Revenue Estimates:							24.2	26.1	28.7	30.2	32.0
Revenue per Capita:	35.42	39.15	41.75	44.78	46.27	53.86					
Yearly Growth Rate (95-00): 5.5% assigned											
Projected Revenue per Capita:							55.13	57.87	61.99	63.58	65.71
Resulting Revenue Estimate:							25.3	27.3	30.0	31.6	33.5
Revenue as % of Retail Sales:	0.0034	0.0036	0.0037	0.0038	0.0037	0.0040					
Mean % (95-00) 0.0037											
Resulting Revenue Estimate:							23.2	25.0	26.8	28.6	30.3
MEAN REVENUE ESTIMATE:							24.3	26.1	28.5	30.1	31.9

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.367	0.378	0.388	0.402	0.415	0.427	0.439	0.451	0.463	0.475	0.487
Retail Sales (billions):	3.80	4.10	4.40	4.70	5.20	5.80	6.28	6.76	7.24	7.72	8.20

Market Profile

Below-the-Line Listening Shares:	0.9
Unlisted Station Listening:	13.6
Total Lost Listening:	14.5
Available Share Points:	85.5
Number of Viable Stations:	14.5
Average Share Points per Viable Station:	5.9
Rev. per Available Share Point:	\$269,006
Estimated Rev. for Mean Station:	\$1,587,135
Average HH Income:	\$46,702
Average Age:	34.2
Average Education:	12.4
Average Home Value:	\$66,300
Population Change (1999-2004):	14.5
Retail Sales Change (1999-2004):	48.5
Cable Penetration:	45.2
Number of Class B or C FMs:	13

Highest Billing Radio Entities

(includes duopolies and combos)		Combined Revenue	Revenue Share
1	Clear Channel: KCIX FM, KFXD AM, KIDO AM, KLTB FM, KSAS FM, KXLT FM	\$9,130,000	39.7
2	Citadel: KBOI AM, KIZN FM, KKGL FM, KQFC FM, KZMG FM	\$9,070,000	39.4
3	Journal Broadcast Group: KCID FM, KCID AM, KGEM AM, KJOT FM, KQXR FM, KRVB FM	\$4,175,000	18.2
4	Horizon Broadcasting: KSRV AM, KSRV FM, KTPZ FM	\$350,000	1.5
5	Diamond Broadcasting: KTIK AM	\$140,000	0.6

Highest Billing Stations

Calls	Format	Revenue	Pct.
1	KLTB FM	O	\$2,740,000 11.9
2	KQFC FM	C	\$2,600,000 11.3
3	KXLT FM	SAC	\$2,360,000 10.3
4	KIZN FM	C	\$2,120,000 9.2
5	KZMG FM	CHR	\$2,000,000 8.7
6	KIDO AM	T/N	\$1,830,000 8.0
7	KJOT FM	CL AOR	\$1,730,000 7.5
8	KCIX FM	AC	\$1,370,000 6.0
9	KBOI AM	FS	\$1,250,000 5.4
10	KKGL FM	CL AOR	\$1,100,000 4.8
11	KQXR FM	AOR-NR	\$995,000 4.3
12	KCID AF	AC	\$880,000 3.8
13	KSAS FM	CHR	\$700,000 3.0
14	KRVB FM	AOR-P	\$370,000 1.6
15	KTPZ FM	CHR	\$350,000 1.5
16	KGEM AM	ST	\$200,000 0.9
17	KTIK AM	SPRTS	\$140,000 0.6
18	KFXD AM	C/O	\$130,000 0.6

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	5.8	\$18,670,000	(+24.4)
National:	16.3	\$3,633,000	(+24.5)

Note: Trade equals 2.5% of local. It was 3% in 1999 and 3.4% in 1998

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan and all viable stations cooperate. Managers predict 5% to 8% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio			
Television			
Newspaper			
Outdoor			
Cable TV			
Media Totals:			

Note: Use Newspaper and Outdoor estimates with caution.

Commerce and Industry

Important Businesses and Industries

Lumber
Food Processing
Electronics
Government
Heavy Construction

Fortune 500 Companies

Albertson's
Boise Cascade
Micron Technology

38
241
248

Forbes 500 Companies

Albertson's
Boise Cascade
Micron Technology

Forbes Largest Private Companies

JR Simplot
WinCo Foods

INC 500 Companies

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	97.0	<\$20: 18.4	12-to-24 22.0
Black:	0.6	\$20-\$49.9: 37.8	25-to-54 54.5
Amer. Indian:	0.7	\$50-\$99.9: 32.1	55-plus 23.5
Asian/Pac.Isl.:	1.6	\$100+: 11.7	Non High School Grad: 17.3
Hispanic: *	8.6		High School Grad: 28.3
			College 1-3 years: 33.5
			College 4+ years: 20.9

Viable Stations

KBOI-AM	KCID-AM	KCIX-FM	KGEM-AM
KIDO-AM	KIZN-FM	KJOT-FM	KKGL-FM
KLTB-FM	KQFC-FM	KQXR-FM	KRVB-FM
KSAS-FM	KTPZ-FM	KXLT-FM	KZMG-FM

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KBCI-TV	Boise	2	CBS	Fisher	
KAID	Boise	4	PBS	ID Bd. of Ed.	
KIVI	Nampa	6	ABC	Cordillera	
KTVB-TV	Boise	7	NBC	Belo	
KNIN	Caldwell	9	UPN	Banks	
KTRV	Nampa	12	FOX	Block	

Colleges and Universities

	(# of Students)
Boise State U.	14,403
Treasure Valley CC	2,225
Northwest Nazarene Coll.	1,669
Total Students (FT & PT)	19,105

Best Golf Courses

Crane Creek, Hillcrest, Sun Valley, Elkhorn (Sun Valley), Quail Hollow

Weather Data

Elevation:	2838		
Annual Precipitation:	12.0 in.		
Annual Snowfall:	21.7 in.		
Average Windspeed:	9.0 (WSW)		
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	36.5	90.5	62.6
Avg. Min. Temp:	21.4	58.5	39.1
Average Temp:	29.0	74.5	50.9

Major Daily Newspapers

	AM	PM	Sun	Owner
The Idaho Statesman	64,534		86,043	Gannett Co. Inc.

Employment Breakdowns

By Industry		By Occupation		Unemployment	
1 Retail Trade	34,250 16.67%	Admin. Support/Clerical	34,406 16.74%	Jul 90:	3.5%
2 Manufacturing, Durable Goods	22,215 10.81%	Exec., Admin. & Managerial	27,867 13.56%	Jul 91:	3.5%
3 Educational Svcs.	15,095 7.35%	Professional	26,749 13.02%	Jul 92:	3.4%
4 Health Svcs.	14,899 7.25%	Sales	24,960 12.15%	Jul 93:	3.3%
5 Fin., Ins. & Real Estate	14,314 6.97%	Svc., Exclud. Protective & HH	22,266 10.84%	Jul 94:	3.6%
6 Construction	14,279 6.95%	Precis. Produc./Craft/Repair	22,063 10.74%	All of 1995	4.1%
7 Public Administration	12,720 6.19%	Machine Oprs., Fab., Assemb. & Inspec.	11,382 5.54%	All of 1996	3.9%
8 Other Prof. Svcs.	12,419 6.04%	Technicians & Support	8,774 4.27%	All of 1997	3.8%
9 Wholesale Trade	12,377 6.02%	Transportation & Moving	8,652 4.21%	All of 1998	3.6%
10 Manufac., Non-Durables	11,450 5.57%	Farming, Forestry & Fishing	7,727 3.76%	All of 1999	3.7%
Total Metro Employees	205,487				
Top 10 Total Employees	164,018 79.82%				

Major Radio Station Sales

Major Radio Station Sales Since 1996

Year	Calls	From	To	Price	(E)
1996	KIDO	Sundance	Colfax	\$1,800,000	
1996	KARO-F	Sundance	Colfax	\$2,000,000	
1996	KLTB-F	Sundance	Colfax	\$4,200,000	
1996	KIZN-F, KZMG-F		Pacific Northwest	\$5,000,000	
1996	KIDO, KLTB-F, KARO-F	Colfax	Jacor	\$11,000,000	
1996	KGEM, KJOT-F, KQXR-F		Amer. General	\$5,100,000	
1996	KGEM, KJOT-F, KQXR-F	Amer. General	John Lynch	\$6,800,000	
1996	KCID-F	Amer. General	John Lynch	\$1,200,000	
1997	KCIX-F, KXLT-F		Jacor	\$7,950,000	
1997	KCID (1490)		Amer. General		
1997	KSRV-AF		Amer. General	\$2,100,000	
1997	KFXD		Jacor	\$1,300,000	
1997	KIZN-F/KZMG-F	Pacific Northwest	Citadel	\$14,100,000	
1997	KBOI/KKGL-F/KQFC-F	Pacific Northwest	Citadel	\$13,200,000	
1998	KJOT-F/KCID-AF/ KSRV-AF/KGEM/KQXR-F	Amer. General	Journal Bdcst Gp.	\$15,500,000	
1998	KARO-F/KCIX-F/ KFXD/KIDO/KLTB-F/KXLT-F	Jacor	Clear Channel		
11/22/99	KSRV AM, KSRV FM	Journal Broadcast Group	Horizon Broadcasting	\$2,500,000	
11/22/99	KFXJ FM	Douleddee Broadcast Group	Journal Broadcast Group	\$3,750,000	
12/13/99	KSRV AM, KSRV FM	Journal	Horizon Broadcasting		Kalil
2/10/00	KBNH FM	Entravision	Leopold Ramos		
10/2/00	KMXM FM, KTPZ FM	FM Idaho Co.	Horizon Broadcasting		Exline

Boston

2000 ARB Rank:	8	2000 Revenue:	\$345,300,000	Manager's Market Ranking (current):	4.2
2000 MSA Rank:	10	Rev per Share Point:	\$4,370,886	Manager's Market Ranking (future):	4.0
2000 DMA Rank:	6	Population per Station:	133,004	28	
2000 Rev Rank:	8 of 173	2000 Revenue Change:	15.1%	Five-year revenue gain % (95-00):	101.9

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	171.0	194.0	219.0	247.9	299.9	345.3					
Yearly Growth Rate (95-00): 7.0% assigned											
Projected Revenue Estimates:							362.6	391.6	426.8	452.4	484.0
Revenue per Capita:	44.65	50.39	56.59	63.73	76.90	88.18					
Yearly Growth Rate (95-00): 6.0% assigned											
Projected Revenue per Capita:							92.22	99.19	107.67	113.67	121.12
Resulting Revenue Estimate:							379.6	410.0	446.9	473.7	506.7
Revenue as % of Retail Sales:	0.0040	0.0043	0.0047	0.0049	0.0057	0.0061					
Mean % (95-00): 0.0050											
Resulting Revenue Estimate:							300.5	319.5	338.5	357.5	376.5
MEAN REVENUE ESTIMATE:							347.6	373.7	404.1	427.9	455.7

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	3.830	3.850	3.870	3.890	3.900	3.916	3.932	3.948	3.964	3.980	3.996
Retail Sales (billions):	42.80	45.00	46.50	50.40	52.40	56.30	60.10	63.90	67.70	71.50	75.30

Market Profile

Below-the-Line Listening Shares:	4.7
Unlisted Station Listening:	16.3
Total Lost Listening:	21.0
Available Share Points:	79.0
Number of Viable Stations:	20.0
Average Share Points per Viable Station:	4.0
Rev. per Available Share Point:	\$4,370,886
Estimated Rev. for Mean Station:	\$17,483,544
Average HH Income:	\$61,384
Average Age:	36.8
Average Education:	13.0
Average Home Value:	\$176,500
Population Change (1999-2004):	2.1
Retail Sales Change (1999-2004):	36.5
Cable Penetration:	80.6
Number of Class B or C FMs:	15

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Hungerford. WILD, WBOT-F, WPLM-F and WAMG do not participate. Managers predict 5% to 7% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$345,300,000	22.7	0.0061
Television	\$594,000,000	39.0	0.0106
Newspaper	\$504,000,000	33.1	0.0090
Outdoor	\$53,000,000	3.5	0.0009
Cable TV	\$27,000,000	1.8	0.0005
Media Totals:	\$1,523,300,000		0.0271

Note: Use Newspaper and Outdoor estimates with caution. Total TV revenue for DMA is estimated at \$730,400,000. Allocations were made to radio markets which surround Boston.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 CBS/Infinity: WBCN FM, WBMX FM, WBZ AM, WODS FM, WZLX FM	\$154,250,000	44.7
2 Entercom: WAAF FM, WEEI AM, WQSX FM, WRKO AM	\$62,380,000	18.1
3 Greater Media, Inc.: WBOS FM, WKLB FM, WMJX FM, WROR FM, WTKK FM	\$58,200,000	16.9
4 Clear Channel: WJMN FM, WKOX AM, WXKS FM, WXKS AM	\$53,100,000	15.4
5 Charles River Broadcasting: WCRB FM	\$8,675,000	2.5
6 MCC Broadcasting, Inc.: WFNX FM	\$4,790,000	1.4
7 Radio One: WBOT FM, WILD AM	\$2,300,000	0.7
8 Mega Communications: WAMG AM, WBPS AM, WLLH AM	\$1,600,000	0.5

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WBZ AM	N/T	\$43,300,000	12.5
2 WBCN FM	AOR	\$38,150,000	11.0
3 WXKS FM	CHR/AC	\$33,000,000	9.6
4 WEEI AM	SPRTS	\$27,150,000	7.9
5 WZLX FM	CL AOR	\$27,100,000	7.8
6 WBMX FM	AC/NR	\$26,900,000	7.8
7 WMJX FM	AC	\$24,700,000	7.2
8 WJMN FM	CHR	\$19,800,000	5.7
9 WODS FM	O	\$18,800,000	5.4
10 WRKO AM	T	\$13,000,000	3.8
11 WAAF FM	AOR-NR	\$12,330,000	3.6
12 WROR FM	CL HITS	\$10,900,000	3.2
13 WBOS FM	AOR-P	\$10,400,000	3.0
14 WQSX FM	B/O	\$9,900,000	2.9
15 WKLB FM	C	\$8,700,000	2.5
16 WCRB FM	CL	\$8,675,000	2.5
17 WFNX FM	AOR-NR	\$4,790,000	1.4
18 WTKK FM	T	\$3,500,000	1.0
19 WAMG AM	SP-TP	\$1,600,000	0.5
20 WILD AM	B	\$1,400,000	0.4
21 WBOT FM	B	\$900,000	0.3
22 WXKS AM	ST	\$300,000	0.1

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	63.0	\$215,110,000	(+12)
National:	37.0	\$126,374,000	(+17.4)

Note: Trade equals 3.6% of local. It was 4.0% in 1999

Commerce and Industry

Important Businesses and Industries

	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
High Tech	FleetBoston 81	Analog Devices	Arthur D Little	Authoria
Fishing	Raytheon 111	Biogen	Bain & Co	Inforonics
Financial	Liberty Mutual Ins. Group 121	Boston Scientific	Bose	Infrasoft
Shipping/Port	Staples 178	FleetBoston Financial	Boston Consulting Group	InteQ
Clothing	Gillette 188	Gillette	Connell Limited Partnership	Leerink Swann
Textiles	TJX 195	John Hancock	Cumberland Farms	Lumber Liquidators
Publishing	EMC 216	Liberty Financial	DeMoulas Super Markets	PAN Communications
Printing/Paper	John Hancock Fin. Services 244	Raytheon	Fidelity Investments	PCi Services
Electronics	State Street Corp. 304	Staples	Gulf Oil	PreVision Marketing
Cutlery	BJ's Wholesale Club 353	State Street	HP Hood	Process Facilities
	Thermo Electron 430	Teradyne	HR Logic	Shore.net
		TJX Companies	International Data Group	SpeechWorks International
			Joan Fabrics	Synergy Investment
			Modern Continental Cos	Technology Strategy
			New Balance Athletic Shoe	Traffic Builders
			Suffolk Construction (and more)	Unica (and more)

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	86.7	<\$20: 17.3	12-to-24 20.3
Black:	8.1	\$20-\$49.9: 25.8	25-to-54 54.0
Amer. Indian:	0.2	\$50-\$99.9: 34.5	55-plus 25.8
Asian/Pac.Isl.:	5.0	\$100+: 22.3	Non High School Grad: 17.1
Hispanic: *	6.6		High School Grad: 29.0
			College 1-3 years: 23.0
			College 4+ years: 31.0

Viable Stations

WAAF-FM	WAMG-AM	WBCN-FM	WBMX-FM
WBOS-FM	WBZ-AM	WCRB-FM	WEEI-AM
WFNX-FM	WILD-AM	WJMN-FM	WKLB-FM
WMJX-FM	WODS-FM	WPLM-FM	WQSX-FM
WRKO-AM	WROR-FM	WTKK-FM	WXKS-AM
WXKS-FM	WZLX-FM		

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WGBH	Boston	2	PBS	WGBH	
WBZ-TV	Boston	4	CBS	CBS	
WCVB-TV	Boston	5	ABC	Hearst-Argyle	
WHDH-TV	Boston	7	NBC	Sunbeam	
WFXT	Boston	25	FOX	Fox	
WUNI	Worcester	27	UNI	Entravision	
W32AY	Boston	32	TEL	Telemundo	
WSBK-TV	Boston	38	UPN	Paramount	
WWDP	Norwell	46	PAX	Norwell TV	
WLVI-TV	Cambridge	56	WB	Tribune	
WMFP	Lawrence	62	IND	Shop At Home	
WHSN-TV	Marborough	66	IND	USA	
WBPX	Boston	68	PAX/IND	Paxson	

Major Daily Newspapers

	AM	PM	Sun	Owner
The Boston Globe;				
Boston Sunday Globe	462,850		730,348	New York Times Co.
Boston Herald	256,422		166,892	News Corp.

Colleges and Universities

(# of Students)

Boston U.	26,532
Northeastern U.	24,027
Boston Coll.	13,775
U. of Massachusetts Boston	11,510
Harvard U.	11,023
MIT	9,861
Harvard and Radcliffe Coll.	6,704
(and more)	
Total Students (FT & PT)	

Best Golf Courses

The Country Club, Salem CC, Brookline, Stowe Acres, Pleasant Valley, Winchester CC, Brae Burn, Myopia Hunt Club, Charles River CC

Weather Data

Elevation:	15		
Annual Precipitation:	41.6 in.		
Annual Snowfall:	41.9 in.		
Average Windspeed:	12.6 (SW)		
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	35.9	81.4	58.7
Avg. Min. Temp:	22.5	65.1	43.8
Average Temp:	29.2	73.3	51.3

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade 312,326 15.54%	Professional 376,122 18.72%	Jul 91: 8.2%
2 Manufacturing, Durable Goods 230,573 11.48%	Admin. Support/Clerical 355,719 17.70%	Jul 92: 7.8%
3 Health Svcs. 208,416 10.37%	Exec., Admin. & Managerial 324,952 16.17%	Jul 93: 5.8%
4 Other Prof. Svcs. 187,915 9.35%	Sales 232,372 11.56%	Jul 94: 5.3%
5 Educational Svcs. 187,054 9.31%	Svc., Exclud. Protective & HH 197,937 9.85%	All of 1995 4.7%
6 Fin., Ins. & Real Estate 177,072 8.81%	Precis. Produc./Craft/Repair 181,772 9.05%	All of 1996 3.7%
7 Construction 104,493 5.20%	Technicians & Support 89,473 4.45%	All of 1997 3.4%
8 Business & Repair Svcs. 102,980 5.13%	Machine Oprs., Fab., Assemb. & Inspec. 85,286 4.24%	All of 1998 2.8%
9 Manufac., Non-Durables 101,828 5.07%	Handlers, Cleaners, Help., Laborers 53,119 2.64%	All of 1999 2.7%
10 Public Administration 89,315 4.44%	Transportation & Moving 52,644 2.62%	
Total Metro Employees 2,009,346		
Top 10 Total Employees 1,701,972 84.70%		

Boston

Major Radio Station Sales

Major Radio Station Sales Since 1993

Year	Calls	From	To	Price	(E)
1993	WJMN-F	Ardman	Pyramid	\$22,000,000	
1994	WEEI	Sold by Boston Celtics		\$4,000,000	
1994	WSSH	Noble	Communicom	\$1,500,000	
1994	WCGY-F	Curt Gowdy	Amer Radio Syst.	\$12,500,000	
1995	WJMN-F	Pyramid	Evergreen	\$35,000,000	
1995	WXKS A/F	Pyramid	Evergreen	\$79,000,000	
1995	WODS-F	CBS	Westinghouse	\$49,000,000	
1995	WKLB-F	Fairbanks	Evergreen	\$34,000,000	
1996	WBOS-F	Granum	Infinity	\$41,000,000	
1996	WOAZ-F	Granum	Infinity	\$36,000,000	
1996	WKLB-F	Evergreen	Greater Media		Traded for WGAY-F in Wash., DC
1996	WBCN-F	Infinity	Westinghouse	\$199,000,000	
1996	WBOS-F	Infinity	Westinghouse	\$64,000,000	
1996	WOAZ-F	Infinity	Westinghouse	\$50,000,000	
1996	WZLX-F	Infinity	Westinghouse	\$135,000,000	
1996	WAAF-F (Worcester)	Zapis	Amer. Radio Sys.	\$24,800,000	
1996	WBNW	Back Bay	Salem	\$6,000,000	
1997	WBOS-F,WOAZ-F	Traded by Westinghouse	Greater Media		KRLA,KLSX-F in LA
1997	WNFT (1150)	Greater Media	Amer. Radio Sys.	\$4,500,000	
1997	WPZE (1260)	Salem	Hibernia	\$4,750,000	
1997	WNRB (1510)	Communicom	One-on-One	\$8,000,000	
1997	WAAF-F	Amer. Radio Sys.	CBS	\$34,000,000	
1997	WBMX-F	Amer. Radio Sys.	CBS	\$75,000,000	
1997	WEEI	Amer. Radio Sys.	CBS	\$24,000,000	
1997	WEGQ-F	Amer. Radio Sys.	CBS	\$35,000,000	
1997	WRKO	Amer. Radio Sys.	CBS	\$37,000,000	
1997	WNFT	Amer. Radio Sys.	CBS	\$5,500,000	
1998	WSRO			\$250,000	
1998	WADN (Concord)			\$450,000	
1998	WEEI	CBS	Entercom	\$26,000,000	
1998	WEGQ-F	CBS	Entercom	\$37,000,000	
1998	WRKO	CBS	Entercom	\$40,000,000	
1998	WAAF-F	CBS	Entercom	\$36,000,000	
1998	WNFT	CBS	Mega	\$5,000,000	
1998	WBPS	Z-Spanish/TSG	Mega	\$4,000,000	
2/5/99	WKOX AM	Fairbanks	B-Mass Holding Co.	\$14,500,000	
2/5/99	WLLH AM	Lerner	Mega	\$936,000	
5/25/99	WCAV FM	KJI Broadcasting	Radio One	\$10,000,000	
6/30/99	WMSX AM	Metro South Broadcasting, Inc.	Willow Farm, Inc.	\$647,000	
7/7/99	WROL AM	Carter Broadcasting	Catholic Family Radio	\$20,000,000	(E)
10/28/99	WHOB FM	Gateway Bcstg Associates	Tele-Media	\$5,000,000	
1/17/00	WROL AM	Carter Broadcasting	Catholic Family Radio		Group sale: Sale cancelled
1/23/00	WRCA AM	ADD Radio Group	Beasley	\$6,000,000	
6/29/00	WMKI AM	Hibernia	ABC Inc.		
11/3/00	WILD AM	Nash Communications Corp.	Radio One	\$5,000,000	
12/4/00	WNRB AM	One-On-One Sports Stations	Sporting News Radio Network	\$65,000,000	
1/16/01	WKOX AM	B-Mass Holding Co.	Clear Channel	\$10,000,000	
1/17/01	WROL AM	Carter Broadcasting	Salem	\$11,000,000	Pierce

2000 ARB Rank:	112	2000 Revenue:	\$37,500,000	Manager's Market Ranking (current):	3.8
2000 MSA Rank:	113	Rev per Share Point:	\$1,024,590	Manager's Market Ranking (future):	3.9
2000 DMA Rank:	1 (New York)	Population per Station:	75,900		
2000 Rev Rank:	64 of 173	2000 Revenue Change:	14.7%	Five-year revenue gain % (95-00):	37.4

Revenue History and Projections

	Radio Revenue History						Radio Revenue Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	27.3	27.7	29.5	32.3	32.7	37.5					
Yearly Growth Rate (95-00): 5.6% assigned											
Projected Revenue Estimates:							39.0	41.3	43.8	45.0	48.7
Revenue per Capita:	32.81	33.17	35.29	38.36	38.70	44.17					
Yearly Growth Rate (95-00): 5.0% assigned											
Projected Revenue per Capita:							45.78	48.30	51.05	52.20	56.30
Resulting Revenue Estimate:							40.8	43.2	45.9	47.1	51.0
Revenue as % of Retail Sales:	0.0024	0.0023	0.0023	0.0023	0.0022	0.0023					
Mean % (95-00) 0.0023											
Resulting Revenue Estimate:							41.0	44.1	47.2	50.3	53.4
MEAN REVENUE ESTIMATE:							40.3	42.9	45.6	47.5	51.0

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.832	0.835	0.836	0.842	0.845	0.849	0.852	0.855	0.858	0.862	0.865
Retail Sales (billions):	11.30	12.20	12.90	13.80	15.20	16.50	17.84	19.18	20.52	21.86	23.20

Market Profile

Below-the-Line Listening Shares:	53.4
Unlisted Station Listening:	10.0
Total Lost Listening:	63.4
Available Share Points:	36.6
Number of Viable Stations:	9.0
Average Share Points per Viable Station:	4.1
Rev. per Available Share Point:	\$1,024,590
Estimated Rev. for Mean Station:	\$4,200,819
Average HH Income:	\$61,947
Average Age:	38.7
Average Education:	13.1
Average Home Value:	\$190,000
Population Change (1999-2004):	2.0
Retail Sales Change (1999-2004):	43.8
Cable Penetration:	N/A
Number of Class B or C FMs:	2

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. Managers expect 5% to 7% revenue growth in 2001. This table includes Arbitron rated markets of Bridgeport, Danbury and Stamford-Norwalk.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$37,500,000	20.7	0.0023
Television	\$60,000,000	33.1	0.0036
Newspaper	\$72,000,000	39.7	0.0044
Outdoor	\$11,800,000	6.5	0.0007
Cable TV			
Media Totals:	\$181,300,000		0.0110

Note: Use Newspaper and Outdoor estimates with caution. Bridgeport is part of New York DMA. TV revenue is an estimate of Bridgeport's share of DMA's total revenue.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Nassau Broadcasting *: WEBE FM, WICC AM, WRKI FM	\$17,020,000	45.4
2 Cox Radio: WEFX FM, WEZN FM, WKHL FM, WNLK/WSTC AF	\$16,000,000	42.7
3 Berkshire Broadcasting Corp.: WDAQ FM, WLAD AM	\$4,400,000	11.7

* Nassau's proposed \$185,000,000 deal with Aurora was withdrawn in 2000. The stations are again owned by Aurora.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WEBE FM	AC	\$11,120,000	29.7
2 WEZN FM	SAC	\$8,800,000	23.5
3 WDAQ FM	AC/CHR	\$3,600,000	9.6
4 WEFX FM	CL AOR	\$3,400,000	9.1
5 WICC AM	FS	\$3,300,000	8.8
6 WRKI FM	AOR	\$2,600,000	6.9
7 WKHL FM	O	\$2,300,000	6.1
8 WNLK/WSTC AF N/T		\$1,500,000	4.0
9 WLAD AM	FS	\$800,000	2.1

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	82.9	\$27,278,000	(+11.5)
National:	27.1	\$10,157,000	(+24.0)

Bridgeport

Commerce and Industry

Important Businesses and Industries

Metal Products
Clothing
Elect. Products
Ordinance

Fortune 500 Companies

General Electric 5
Tosco 72
Xerox 109
Union Carbide 284
Fortune Brands 325
Praxair 346
(and more)

Forbes 500 Companies

General Electric
Oxford Health Plans

Forbes Largest Private Companies

INC 500 Companies

FreeLife International
Lifecodes
Triple Point Technology

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	85.2	<\$20: 10.7	12-to-24 18.6
Black:	11.0	\$20-\$49.9: 18.9	25-to-54 54.1
Amer. Indian:	0.2	\$50-\$99.9: 29.9	55-plus 27.3
Asian/Pac. Isl.:	3.6	\$100+:	40.4
Hispanic: *	11.3		
			Non High School Grad: 18.7
			High School Grad: 25.7
			College 1-3 years: 21.1
			College 4+ years: 34.5

Viable Stations

WDAQ-FM	WEBE-FM	WEFX-FM	WEZN-FM
WICC-AM	WKHL-FM	WLAD-AM	WNLK/WSTC-AF
WRKI-FM			

Colleges and Universities

	(# of Students)
Sacred Heart U.	5,403
Fairfield U.	5,208
Housatonic Community-Technical Coll.	3,551
U. of Bridgeport	2,503
Total Students (FT & PT)	16,665

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WSAH	Bridgeport, CT	43	IND	Shop At Home	
WEDW	Bridgeport, CT	49	PBS	CT/PTV	

Also see Hartford & New York

Best Golf Courses

Stanwich Club, (Greenwich), Brooklawn (Frld), Wee Burn (Darien), Richter Park, Woodway (Darien)

Weather Data

NO WEATHER DATA AVAILABLE
See New York for an approximation

Major Daily Newspapers

	AM	PM	Sun	Owner
Connecticut Post	77,444		90,816	MediaNews Group, Inc.
The News-Times	34,602		40,868	Dow Jones (Ottaway)
The Stamford Advocate		28,379	37,380	Tribune Co.
Greenwich Time		12,558	13,955	Tribune Co.

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade 64,300 14.76%	Exec., Admin. & Managerial 84,859 19.49%	Jul 90: 6.4%
2 Manufac., Durables 55,412 12.72%	Professional 74,459 17.10%	Jul 91: 7.8%
3 Fin., Ins. & Real Estate 44,972 10.33%	Admin. Support/Clerical 71,241 16.36%	Jul 92: 8.5%
4 Other Prof. Svcs. 39,304 9.03%	Sales 58,801 13.50%	Jul 93: 7.5%
5 Health Svcs. 33,627 7.72%	Precis. Produc./Craft/Repair 41,210 9.46%	Jul 94: 6.4%
6 Manufac., Non-Durables 33,337 7.65%	Svc., Exclud. Protective & HH 34,981 8.03%	All of 1995 6.4%
7 Educational Svcs. 29,892 6.86%	Machine Oprs., Fab., Assemb. & Inspec. 20,611 4.73%	All of 1996 6.7%
8 Business & Repair Svcs. 25,144 5.77%	Technicians & Support 14,510 3.33%	All of 1997 6.0%
9 Construction 24,089 5.53%	Transportation & Moving 10,217 2.35%	All of 1998 4.0%
10 Wholesale Trade 23,531 5.40%	Handlers, Cleaners, Help., Laborers 10,178 2.34%	All of 1999 3.9%
Total Metro Employees 435,494		
Top 10 Total Employees 373,608 85.79%		

Major Radio Station Sales

Major Radio Station Sales Since 1990

Year	Calls	From	To	Price	(E)
1990	WCUM (37.5%)			\$135,000	
1990	WINE/WRKI-F	Sold by Home News (cancelled)		\$5,500,000	
1991	WCUM (75%)			\$375,000	
1992	WINE, WRKI-F (Danbury)	Home News	Gary Starr	\$3,350,000	
1992	WSTC, WQQQ-F (Stamford)	Chase	Subotnick	\$4,150,000	
1992	WDJZ			\$200,000	
1993	WADS			\$450,000	
1994	WINE, WRKI-F	Gary Starr	Commodore	\$4,000,000	
1996	WEZN-F	NewCity	Cox	\$25,000,000	
1996	WINE, WRKI-F	Commodore	Capstar		
1998	WINE, WRKI-F	Capstar	F. Washington	\$15,000,000	
1999	WINE AM, WRKI FM,	Capstar	Aurora Communications LLC	\$11,250,000	
4/26/99	WICC AM	ML Media Partners, LP	Aurora	with WEBE FM: \$66,000,000	
	WAXB FM				
4/26/99	WEBE FM	ML Media Partners, LP	Aurora	with WICC AM: \$66,000,000	
8/30/99	WSTC AM (Stamford)WNLK AM (Stamford)WKHL FM (Stamford)				
	WEFX FM (Stamford)	AMFM	Cox Radio		plus 12 other stations, for KFI and KOST, LA
3/27/00	WEBE FM, WICC AM	Aurora	Nassau		

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2000 ARB Rank:	45	2000 Revenue:	\$56,300,000	Manager's Market Ranking (current):	3.1
2000 MSA Rank:	53	Rev per Share Point:	\$661,575	Manager's Market Ranking (future) :	3.3
2000 DMA Rank:	44	Population per Station:	43,727		
2000 Rev Rank:	45 of 173	2000 Revenue Change:	8.1%	Five-year revenue gain % (95-00):	41.5

Revenue History and Projections

	Radio Revenue History						Radio Revenue Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05	
Duncan Revenue Est:	39.8	41.1	44.6	49.0	52.1	56.3						
Yearly Growth Rate (95-00): 5.9% assigned												
Projected Revenue Estimates:							58.1	60.0	64.3	69.4	74.9	
Revenue per Capita:	33.73	35.13	38.12	42.61	45.70	49.39						
Yearly Growth Rate (95-00): 6.8% assigned												
Projected Revenue per Capita:							51.42	53.57	57.93	63.09	68.09	
Resulting Revenue Estimate:							60.8	62.8	67.3	72.7	78.4	
Revenue as % of Retail Sales:	0.0040	0.0040	0.0044	0.0047	0.0046	0.0047						
Mean % (95-00): 0.0044												
Resulting Revenue Estimate:							54.1	55.9	57.6	59.0	60.7	
MEAN REVENUE ESTIMATE:							57.7	59.6	63.1	67.0	71.3	

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	1.180	1.170	1.170	1.150	1.140	1.140	1.130	1.120	1.110	1.100	1.100
Retail Sales (billions):	10.00	10.20	10.20	10.50	11.30	12.00	12.30	12.70	13.10	13.40	13.80

Market Profile

Below-the-Line Listening Shares:	3.2
Unlisted Station Listening:	11.7
Total Lost Listening:	14.9
Available Share Points:	85.1
Number of Viable Stations:	14.0
Average Share Points per Viable Station:	6.1
Rev. per Available Share Point:	\$661,575
Estimated Rev. for Mean Station:	\$4,035,608
Average HH Income:	\$44,040
Average Age:	37.6
Average Education:	12.3
Average Home Value:	\$71,900
Population Change (1999-2004):	-3.5
Retail Sales Change (1999-2004):	18.6
Cable Penetration:	76.7
Number of Class B or C FMs:	9

Confidence Levels

2000 Revenue Estimates:	Slightly Below Normal
2001-to-2005 Revenue Estimates:	Slightly Below Normal

Comments: Market reports revenue to Miller, Kaplan and all but a few low-rated AM's cooperate.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$56,300,000	17.0	0.0047
Television	\$139,000,000	42.0	0.0116
Newspaper	\$114,000,000	34.4	0.0095
Outdoor	\$12,000,000	3.6	0.0010
Cable TV	\$10,000,000	3.0	0.0008
Media Totals:	\$331,300,000		0.0276

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 CBS/Infinity: WBLK FM, WBUF FM, WECK AM, WJYE FM, WYRK FM	\$20,800,000	36.9
2 Entercom: WBEN AM, WGR AM, WKSE FM, WTSS FM, WWKB AM, WWWS AM	\$18,200,000	32.3
3 Citadel: WEDG FM, WGRF FM, WHLD AM, WHTT FM, WMNY AM	\$16,400,000	29.1
4 Adelphia Communications: WNSA FM	\$700,000	1.2
5 Sheridan Broadcasting Corp.: WUFO AM	\$270,000	0.5

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WGRF FM	CL AOR	\$7,000,000	12.4
2 WYRK FM	C	\$6,600,000	11.7
3 WJYE FM	SAC	\$6,100,000	10.8
4 WHTT FM	O	\$5,400,000	9.6
5 WKSE AF	CHR	\$5,300,000	9.4
6 WBEN AM	FS/T	\$5,200,000	9.2
7 WBLK FM	B	\$5,100,000	9.1
8 WTSS FM	AC/CHR	\$4,900,000	8.7
9 WEDG FM	AOR-NR	\$4,000,000	7.1
10 WGR AM	SPRTS	\$2,500,000	4.4
11 WBUF FM	B/O	\$2,100,000	3.7
12 WECK AM	ST	\$900,000	1.6
13 WNSA FM	C	\$700,000	1.2
14 WWWS AM	B/O	\$300,000	0.5
15 WUFO AM	B	\$270,000	0.5

Buffalo

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Iron and Steel Chemicals Fabricated Metals Food Products Optical Instruments Carbon/Graphite Products		M&T Bank	Delaware North Cos Rich Products	BeaverHome.com Inspired Design LocalNet

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	85.9	<\$20: 26.3	12-to-24 19.6
Black:	11.9	\$20-\$49.9: 36.7	25-to-54 50.0
Amer. Indian:	0.7	\$50-\$99.9: 28.9	55-plus 30.4
Asian/Pac.Isl.:	1.5	\$100+: 8.0	Non High School Grad: 23.2
Hispanic: *	2.8		High School Grad: 32.7
			College 1-3 years: 24.9
			College 4+ years: 19.2

Viable Stations

WBEN-AM	WBLK-FM	WBUF-FM	WECK-AM
WEDG-FM	WGR-AM	WGRF-FM	WHTT-FM
WJYE-FM	WKSE-AF	WNSA-FM	WTSS-FM
WUFO-AM	WWKB-AM	WWWS-AM	WYRK-FM

Competitive Media

Major Over the Air Television Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WGRZ-TV	Buffalo	2	NBC	Gannett	
WIVB-TV	Buffalo	4	CBS	LIN	
WKBW-TV	Buffalo	7	ABC	Granite	
WNED-TV	Buffalo	17	PBS	W. NY PTV	
WNLO-TV	Buffalo	23	PBS	W. NY PTV	
WNYB	Jamestown	26	IND	Tri-State Christ.	
WUTV	Buffalo	29	FOX	Sullivan	Sinclair
WNYO-TV	Buffalo	49	WB	Grant	
WPXJ-TV	Batavia	51	PAX	Paxson	
WNGS	Springville	67	UPN	Unicorn	

Colleges and Universities

	(# of Students)
SUNY at Buffalo	21,952
SUNY College at Buffalo	10,473
Canisius Coll.	4,949
Erie CC: North Campus	4,420
Niagara U.	2,858
Erie CC: South Campus	2,662
Erie CC: City Campus (and more)	2,060
Total Students (FT & PT)	55,878

Major Daily Newspapers

	AM	PM	Sun	Owner
The Buffalo News	230,287		322,514	Berkshire Hathaway Inc.

Best Golf Courses

Sheridan Park, Buffalo CC, Crag Burn

Weather Data

Elevation:	705		
Annual Precipitation:	35.2 in.		
Annual Snowfall:	88.6 in.		
Average Windspeed:	12.3 (W)		
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	29.8	79.5	55.0
Avg. Min. Temp:	17.6	60.7	39.1
Average Temp:	23.7	70.1	47.1

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade	96,908 18.57%	Admin. Support/Clerical 86,262 16.53%
2 Manufac., Durables	62,567 11.99%	Professional 78,401 15.02%
3 Health Svcs.	56,797 10.88%	Sales 65,548 12.56%
4 Educational Svcs.	49,576 9.50%	Svc., Exclud. Protective & HH 63,252 12.12%
5 Manufac., Non-Durables	35,946 6.89%	Exec., Admin. & Managerial 58,632 11.24%
6 Other Prof. Svcs.	35,859 6.87%	Precis. Produc./Craft/Repair 57,660 11.05%
7 Fin., Ins. & Real Estate	33,987 6.51%	Machine Oprs., Fab., Assemb. & Inspec. 36,147 6.93%
8 Construction	25,301 4.85%	Handlers, Cleaners, Help., Laborers 20,632 3.95%
9 Transportation	22,752 4.36%	Transportation & Moving 19,837 3.80%
10 Wholesale Trade	22,210 4.26%	Technicians & Support 18,690 3.58%
Total Metro Employees	521,834	Jul 90: 4.7%
Top 10 Total Employees	441,903 84.68%	Jul 91: 6.3%
		Jul 92: 7.9%
		Jul 93: 7%
		Jul 94: 6.3%
		All of 1995: 5.4%
		All of 1996: 5.1%
		All of 1997: 5.3%
		All of 1998: 5.3%
		All of 1999: 5.4%

Major Radio Station Sales

Major Radio Station Sales Since 1990

Year	Calls	From	To	Price	(E)
1990	WECK/WJYE-F		Ralph Guild		
1993	WXBX, WUFX-F	Metroplex	Clear Channel	\$6,000,000	
1993	WBEN, WMJQ-F	Algonquin	Keymarket	\$10,000,000	
1993	WBUF-F	Lincoln	Pyramid	\$4,000,000	
1993	WWKB, WKSE-F	Price	Keymarket	\$5,000,000	
1994	WWWS, WUFX-F	Metroplex	Rich	\$4,700,000	
1994	WECK, WJYE-F	EBE	Amer. Radio Sys.	\$9,900,000	
1995	WGRF-F, WUFX-F	Rich	Mercury	\$12,450,000	
1995	WBEN, WWKB, WMJQ-F, WKSE-F	Keymarket	River City	\$24,000,000	
1995	WHTT A/F	Pyramid	Evergreen	\$15,000,000	
1995	WSJZ-F	Pyramid	Evergreen	\$8,000,000	
1995	WBLK-F		Amer. Radio Sys.	\$8,000,000	
1996	WHTT A/F	Evergreen	Mercury	\$19,500,000	
1996	WBLK-F		Amer. Radio Sys.	\$8,000,000	
1996	WSJZ-F	Evergreen	Amer. Radio Sys.	\$12,500,000	
1996	WBEN, WWKB, WMJQ-F, WKSE-F	River City	Sinclair TV		
1997	WGR, WWWS	Rich	Sinclair TV	\$1,500,000	
1997	WGRF-F/WHTT-AF/ WEDG-F	Mercury	Bdcast. Prtns (Veronis)	\$62,000,000	
1997	WBLK-F	Amer. Radio Sys.	CBS	\$17,000,000	
1997	WECK	Amer. Radio Sys.	CBS	\$2,000,000	
1997	WLCE-F	Amer. Radio Sys.	CBS	\$11,000,000	
1997	WJYE-F	Amer. Radio Sys.	CBS	\$29,000,000	
1997	WYRK-F	Amer. Radio Sys.	CBS	\$25,000,000	
7/26/99	WGR AM, WWWS AM, WWKB AM, WBEN AM, WKSE FM, WMJQ FM	Sinclair Broadcast Butler Communications	Entercom Mercury Communications	Group purchase: \$821,500,000 \$535,000	
9/7/99	WHLD AM				
10/27/99	WHLD AM, WMNY AM, WEDG FM, WGRF FM, WHTT FM	Broadcasting Partners, LP	Citadel	Group sale: \$190,000,000	
3/6/00	WBLK FM	Palm Beach Radio Bcstg.	CBS/Infinity	With WMBX, WPBZ: \$29,000,000	
4/25/00	WNUC FM	Casciani Communications	Adelphia Communications	\$5,625,000	MVP

Burlington, VT

2000 ARB Rank:	225	2000 Revenue:	\$10,700,000	Manager's Market Ranking (current):	2.7	
2000 MSA Rank:	237	Rev per Share Point:	\$131,127	Manager's Market Ranking (future):	3.2	
2000 DMA Rank:	91	Population per Station:	8,993	14	Five-year revenue gain % (95-00):	37.2
2000 Rev Rank:	152 of 173	2000 Revenue Change:	7.0%			

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	7.8	8.0	8.7	9.2	10.0	10.7					
Yearly Growth Rate (95-00): 5.8% assigned											
Projected Revenue Estimates:							11.2	11.9	12.5	13.4	14.3
Revenue per Capita:	40.84	41.67	45.08	47.42	51.28	54.32					
Yearly Growth Rate (95-00): 4.6% assigned											
Projected Revenue per Capita:							56.28	59.20	61.58	65.05	68.75
Resulting Revenue Estimate:							11.7	12.5	13.1	14.0	15.0
Revenue as % of Retail Sales:	0.0034	0.0032	0.0033	0.0033	0.0034	0.0035					
Mean % (95-00): 0.0034											
Resulting Revenue Estimate:							11.2	11.9	12.6	13.3	13.9
MEAN REVENUE ESTIMATE:							11.4	12.1	12.7	13.6	14.4

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.191	0.192	0.193	0.194	0.195	0.197	0.199	0.201	0.203	0.206	0.208
Retail Sales (billions):	2.30	2.50	2.60	2.80	2.90	3.10	3.30	3.50	3.70	3.90	4.10

Market Profile

Below-the-Line Listening Shares:	0.0
Unlisted Station Listening:	18.4
Total Lost Listening:	18.4
Available Share Points:	81.6
Number of Viable Stations:	10.0
Average Share Points per Viable Station:	8.2
Rev. per Available Share Point:	\$131,127
Estimated Rev. for Mean Station:	\$1,075,241
Average HH Income:	\$56,094
Average Age:	35.4
Average Education:	12.5
Average Home Value:	\$117,200
Population Change (1999-2004):	5.6
Retail Sales Change (1999-2004):	34.5
Cable Penetration:	60.1
Number of Class B or C FMs:	7

Confidence Levels

2000 Revenue Estimates:	Below Normal
2001-to-2005 Revenue Estimates:	Below Normal

Comments: Managers expect 4% to 6% revenue growth in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$10,700,000	100.0	0.0035
Television			
Newspaper			
Outdoor			
Cable TV			
Media Totals:	\$10,700,000		0.0035

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Hall Communications: WJOY AM, WKOL FM, WOKO FM	\$3,400,000	31.8
2 Clear Channel: WCPV FM, WEZF FM, WLCQ FM, WXPX FM	\$3,100,000	29.0
3 Sison Broadcasting, LLC: WVMT AM, WXXX FM	\$1,760,000	16.4
4 Deer River Broadcasting Group: WIZN FM	\$1,100,000	10.3
5 Plattsburgh Broadcasting Corp.: WBTZ FM, WEAV AM	\$530,000	5.0
6 Northeast Bcstg Co., Inc.: WNCS FM	\$330,000	3.1
7 Radio Vermont Classics, LLC: WCVT FM	\$220,000	2.1
8 Radio Vermont: WKDR AM	\$190,000	1.8

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WOKO FM	C	\$2,100,000	19.6
2 WEZF FM	SAC	\$1,800,000	16.8
3 WXXX FM	CHR	\$1,600,000	15.0
4 WCPV FM	CL AOR	\$1,300,000	12.1
5 WIZN FM	AOR	\$1,100,000	10.3
6 WKOL FM	O	\$1,000,000	9.3
7 WBTZ FM	AOR-NR	\$530,000	5.0
8 WNCS FM	AOR-P	\$330,000	3.1
9 WJOY AM	ST	\$300,000	2.8
10 WCVT FM	CL	\$220,000	2.1
11 WKDR AM	N/T	\$190,000	1.8
12 WVMT AM	FS	\$160,000	1.5

NOTE: Confidence levels for Buffalo revenue is below average for this year.

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	97.4	<\$20: 19.1	12-to-24 25.3
Black:	0.8	\$20-\$49.9: 35.5	25-to-54 55.9
Amer. Indian:	0.4	\$50-\$99.9: 34.5	55-plus 18.7
Asian/Pac.Isl.:	1.4	\$100+: 11.0	Non High School Grad: 15.9
Hispanic: *	1.1		High School Grad: 31.1
			College 1-3 years: 23.5
			College 4+ years: 29.4

Viable Stations

WBTZ-FM	WCPV-FM	WCVT-FM	WEZF-FM
WIZN-FM	WJOY-AM	WKDR-AM	WKOL-FM
WNCS-FM	WOKO-FM	WVMT-AM	WXXX-FM

Colleges and Universities

	(# of Students)
U. of Vermont	7,502
SUNY College at Plattsburgh	5,778
St. Michael's Coll.	2,686
Champlain Coll.	2,002
Clinton CC	1,270
Trinity C of Vermont	992
Burlington Coll.	144
Total Students (FT & PT)	20,374

Weather Data

NO WEATHER DATA AVAILABLE.

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WCAX-TV	Burlington	3	CBS	Mt. Mansfield	
WPTZ	Plattsburgh	5	NBC	Hearst-Argyle	
WVNY	Burlington	22	ABC	Straight Line	
WETK	Burlington	33	PBS	VT PTV	
WBVT-LP	Burlington	39	UPN	NYN, LLC	
WFFF	Burlington	44	FOX	Smith	

Major Daily Newspapers

	AM	PM	Sun	Owner

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade 17,583 16.62%	Professional 18,460 17.45%	All of 1995 3.0%
2 Educational Svcs. 12,896 12.19%	Admin. Support/Clerical 15,417 14.57%	All of 1996 3.1%
3 Manufac., Durables 10,362 9.79%	Exec., Admin. & Managerial 14,708 13.90%	All of 1997 2.7%
4 Wholesale Trade 9,437 8.92%	Sales 12,607 11.91%	All of 1998 2.3%
5 Health Svcs. 8,112 7.67%	Precis. Produc./Craft/Repair 11,252 10.63%	All of 1999 2.0%
6 Other Prof. Svcs. 7,018 6.63%	Svc., Exclud. Protective & HH 10,984 10.38%	
7 Construction 6,787 6.41%	Machine Oprs., Fab., Assemb. & Inspec. 5,958 5.63%	
8 Fin., Ins. & Real Estate 6,131 5.79%	Technicians & Support 5,449 5.15%	
9 Manufac., Non-Durables 5,094 4.81%	Farming, Forestry & Fishing 3,283 3.10%	
10 Public Administration 4,463 4.22%	Transportation & Moving 3,084 2.91%	
Total Metro Employees 105,811		
Top 10 Total Employees 87,883 83.06%		

Major Radio Station Sales

Major Radio Station Sales Since 1990

Year	Calls	From	To	Price	(E)
1990	WXXX-F	Atlantic Ventures	Goldman	\$3,950,000	
1992	WDOT A/F			\$643,000	
1993	WDOT		owners of WKDR	\$300,000	
1997	WEZF-F	Knight	Capstar	\$7,100,000	
1998	WXPS-F	DynaCom	Capstar	\$2,083,333	
1998	WCPV-F	DynaCom	Capstar	\$3,166,667	
2/25/99	WKDR AM		Radio Vermont	\$428,000	
3/24/00	WWSR AM	Champlain Communications	Steven Silerberg	With WLFE-F; transfer of control: \$575,000	
3/24/00	WLFE FM	Champlain Communications	Steven Silerberg	With WWSR; transfer of control: \$575,000	
11/13/00	WLCQ FM	Excalibur Media	Clear Channel		

Canton

2000 ARB Rank:	123	2000 Revenue:	\$13,600,000	Manager's Market Ranking (current):	3.3
2000 MSA Rank:	126	Rev per Share Point:	\$352,332	Manager's Market Ranking (future):	3.4
2000 DMA Rank:	15 (Cleveland)	Population per Station:	37,278		
2000 Rev Rank:	136 of 173	2000 Revenue Change:	8.8%	Five-year revenue gain % (95-00):	44.7

Revenue History and Projections

	Radio Revenue History					Radio Revenue Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	9.4	9.9	10.8	11.6	12.5	13.6					
Yearly Growth Rate (95-00): 5.5% assigned											
Projected Revenue Estimates:							14.2	14.9	15.9	17.0	17.9
Revenue per Capita:	23.21	24.57	26.80	28.78	31.02	33.75					
Yearly Growth Rate (95-00): 4.6% assigned											
Projected Revenue per Capita:							35.24	36.97	39.45	42.18	44.42
Resulting Revenue Estimate:							14.9	15.6	16.6	17.8	18.7
Revenue as % of Retail Sales:	0.0026	0.0026	0.0026	0.0027	0.0027	0.0027					
Mean % (95-00) 0.0027											
Resulting Revenue Estimate:							14.1	14.8	15.4	16.1	16.7
MEAN REVENUE ESTIMATE:							14.4	15.1	16.0	17.0	17.8

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.405	0.403	0.403	0.403	0.403	0.403	0.403	0.403	0.403	0.403	0.403
Retail Sales (billions):	3.60	3.80	4.10	4.30	4.60	5.00	5.24	5.48	5.72	5.96	6.20

Market Profile

Below-the-Line Listening Shares:	49.5
Unlisted Station Listening:	11.9
Total Lost Listening:	61.4
Available Share Points:	38.6
Number of Viable Stations:	5.5
Average Share Points per Viable Station:	7.0
Rev. per Available Share Point:	\$352,332
Estimated Rev. for Mean Station:	\$2,466,324
Average HH Income:	\$42,821
Average Age:	37.5
Average Education:	11.8
Average Home Value:	\$57,100
Population Change (1999-2004):	0.0
Retail Sales Change (1999-2004):	29.6
Cable Penetration:	N/A
Number of Class B or C FMs:	4

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market does not report revenue. Managers expect 4% to 6% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$13,600,000	16.9	0.0027
Television	\$27,600,000	34.4	0.0055
Newspaper	\$35,000,000	43.6	0.0070
Outdoor	\$4,100,000	5.1	0.0008
Cable TV			
Media Totals:	\$80,300,000		0.0161

Note: Use Newspaper and Outdoor estimates with caution. Split DMA with Cleveland and Akron. TV revenue is estimate of Canton's share. Total TV revenue for DMA is estimated at \$285,500,000.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 NextMedia: WHBC FM, WHBC AM	\$7,000,000	51.5
2 D. A. Peterson, Inc.: WDPN AM, WZKL FM	\$2,170,000	16.0
3 Cumulus Media: WRQK FM	\$2,100,000	15.4
4 Clear Channel: WHK FM	\$870,000	6.4
5 Arcey Broadcasting: WRCW AM	\$200,000	1.5

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WHBC FM	AC	\$3,900,000	28.7
2 WHBC AM	FS	\$3,100,000	22.8
3 WRQK FM	AOR	\$2,100,000	15.4
4 WZKL FM	AC/CHR	\$1,900,000	14.0
5 WHK AF	REL	\$870,000	6.4
6 WDPN AM	ST	\$270,000	2.0
7 WRCW AM	T	\$200,000	1.5

NOTE: WQXK-F takes about \$1.4 million out of Canton. See Youngstown for that station's listing.

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Steel Appliances Engines Ball and Roller Bearings Ceramic Tiles				Wise Solutions

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	91.8	<\$20: 23.7	12-to-24 19.7
Black:	7.4	\$20-\$49.9: 39.9	25-to-54 51.4
Amer. Indian:	0.3	\$50-\$99.9: 29.3	55-plus 28.9
Asian/Pac.Isl.:	0.6	\$100+: 7.1	Non High School Grad: 23.7
Hispanic: *	1.0		High School Grad: 41.6
			College 1-3 years: 20.5
			College 4+ years: 14.2

Viable Stations

WDPN-AM	WHBC-AM	WHBC-FM	WHK-AF
WRQK-FM	WZKL-FM		

Colleges and Universities

	(# of Students)
Stark Technical Coll.	4,164
Kent State U.: Stark Campus	2,756
Malone Coll.	2,163
Mount Union Coll.	2,005
C of Wooster	1,718
Kent State U.: Tuscarawas Campus	1,572
Walsh U.	1,555
Ohio State U. Ag. Technical Inst.	936
Total Students (FT & PT)	16,869

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WDLI	Canton	17	IND	Trinity	
WNEO	Alliance	45	S:WEAO	NE EdTV	
WOAC-TV	Canton	67	IND	Shop At Home	

Also see Cleveland

Major Daily Newspapers

	AM	PM	Sun	Owner
The Repository		62,885	80,401	Copley Press Inc.

Weather Data

NO WEATHER DATA AVAILABLE.

Employment Breakdowns

By Industry		By Occupation		Unemployment	
1 Manufac., Durables	36,645 20.12%	Admin. Support/Clerical	27,506 15.10%	All of 1995	4.9%
2 Retail Trade	33,792 18.55%	Professional	22,444 12.32%	All of 1996	5.3%
3 Health Svcs.	17,322 9.51%	Sales	22,043 12.10%	All of 1997	4.8%
4 Educational Svcs.	13,130 7.21%	Svc., Exclud. Protective & HH	21,860 12.00%	All of 1998	4.2%
5 Manufac., Non-Durables	13,016 7.15%	Precis. Produc./Craft/Repair	20,852 11.45%	All of 1999	4.5%
6 Fin., Ins. & Real Estate	9,584 5.26%	Exec., Admin. & Managerial	19,611 10.77%		
7 Other Prof. Svcs.	9,559 5.25%	Machine Oprs., Fab., Assemb. & Inspec.	18,217 10.00%		
8 Wholesale Trade	9,418 5.17%	Transportation & Moving	9,439 5.18%		
9 Construction	8,329 4.57%	Handlers, Cleaners, Help., Laborers	8,389 4.61%		
10 Business & Repair Svcs.	7,052 3.87%	Technicians & Support	6,792 3.73%		
Total Metro Employees	182,168				
Top 10 Total Employees	157,847 86.65%				

Major Radio Station Sales

Major Radio Station Sales Since 1995

Year	Calls	From	To	Price	(E)
1995	WINW, WRQK-F		Sabrecom	\$5,000,000	
1996	WPGY (1520)	Sold by Sabrecom		\$75,000	
1997	WQXK-F		Connoisseur	(see Youngstown)	
1997	WRQK-F	Sabre	Connoisseur	\$6,550,000	
6/29/99	WRCW AM	Arcey Broadcasting	Otter Communications	\$600,000	
11/29/99	WRQK FM	Connoisseur	Cumulus	Group sale: \$242,000,000	
6/21/00	WHBC AM	Beaverkettle Co.	NextMedia		
6/21/00	WHBC FM	Beaverkettle Co.	NextMedia		
11/2/00	WHK FM	Salem	Clear Channel		Media Svcs

Cape Cod

2000 ARB Rank:	181	2000 Revenue:	\$14,900,000	Manager's Market Ranking (current):	2.3	
2000 MSA Rank:	N/A	Rev per Share Point:	\$215,942	Manager's Market Ranking (future):	2.4	
2000 DMA Rank:	6 (Boston)	Population per Station:	15,158	12	Five-year revenue gain % (95-00):	41.9
2000 Rev Rank:	126 of 173	2000 Revenue Change:	8.0%			

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	10.5	11.0	11.9	12.8	13.8	14.9					
Yearly Growth Rate (95-00): 5.9% assigned											
Projected Revenue Estimates:							15.5	16.3	17.3	18.6	19.7
Revenue per Capita:	48.84	50.00	53.36	56.64	59.74	63.40					
Yearly Growth Rate (95-00): 5.1% assigned											
Projected Revenue per Capita:							64.85	67.08	70.04	74.40	77.56
Resulting Revenue Estimate:							16.2	17.1	18.1	19.5	20.6
Revenue as % of Retail Sales:	0.0035	0.0034	0.0035	0.0035	0.0036	0.0036					
Mean % (95-00) 0.0035											
Resulting Revenue Estimate:							15.4	16.5	17.5	18.6	19.6
MEAN REVENUE ESTIMATE:							15.7	16.6	17.6	18.9	20.0

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.215	0.220	0.223	0.226	0.231	0.235	0.239	0.243	0.247	0.250	0.254
Retail Sales (billions):	3.00	3.20	3.40	3.70	3.80	4.10	4.40	4.70	5.00	5.30	5.60

Market Profile

Below-the-Line Listening Shares:	23.7
Unlisted Station Listening:	7.3
Total Lost Listening:	31.0
Available Share Points:	69.0
Number of Viable Stations:	10.5
Average Share Points per Viable Station:	6.6
Rev. per Available Share Point:	\$215,942
Estimated Rev. for Mean Station:	\$1,425,217
Average HH Income:	\$46,806
Average Age:	N/A
Average Education:	N/A
Average Home Value:	\$162,800
Population Change (1999-2004):	8.2
Retail Sales Change (1999-2004):	39.5
Cable Penetration:	N/A
Number of Class B or C FMs:	7

Highest Billing Radio Entities

(includes duopolies and combos)

Combined Revenue Revenue Share

Highest Billing Stations

RELIABLE ESTIMATES ARE NOT AVAILABLE FOR THIS MARKET

Confidence Levels

2000 Revenue Estimates:	Below Normal
2001-to-2005 Revenue Estimates:	Below Normal

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$14,900,000	42.2	0.0036
Television	\$20,400,000	57.8	0.0050
Newspaper			
Outdoor			
Cable TV			
Media Totals:	\$35,300,000		0.0086

Note: Use Newspaper and Outdoor estimates with caution. This market is part of Boston DMA. TV revenue is estimate of Cape Cod's share. Total TV revenue for DMA is estimated at \$664,000,000.

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education

Viable Stations

WCIB-FM	WCOD-FM	WFCC-FM	WKPE-FM
WMVY-FM	WOCN-FM	WPXC-FM	WQRC-FM
WRZE-FM	WWKJ-FM	WXTK-FM	WYST-FM

Weather Data

NO WEATHER DATA AVAILABLE.

Competitive Media

Major Over the Air Television
See Boston

Major Daily Newspapers	AM	PM	Sun	Owner
Cape Cod Times	53,392		64,907	Dow Jones & Co. Inc. (Ottaway Newspapers Inc.)

Employment Breakdowns

By Industry	By Occupation	Unemployment
		All of 1995 2.8%
		All of 1996 2.9%
		All of 1997 2.6%
		All of 1998 1.9%
		All of 1999 1.8%

Major Radio Station Sales

Major Radio Station Sales Since 1990

Year	Calls	From	To	Price	(E)
1990	WCIB-F	Justice	Ardman	\$2,500,000	
1990	WOCB A/F		US Media	\$2,470,000	
1991	WOCB AF	Sold out of Bankruptcy		\$902,000	
1991	WQRC-F		Steve Seymour	\$2,600,000	
1991	WFAL-F			\$425,000	
1992	WNTX-F	Receivership		\$500,000	
1992	WFCC-F			\$579,000	
1993	WFXR-F		Taylor	\$440,000	
1996	WFCC-F			\$1,190,000	
1996	WUNX-F, WUNZ-F, WCOD-F			\$3,100,000	
1998	WOCN-F		Sandab (S. Seymour)	\$1,200,000	
1998	WMVY-F	Comm. Prop	Aritaur	\$1,000,000	
1998	WKPE (1170)		Univ. of MA		
5/1/99	WKPE FM	Roth	Charles River	\$2,800,000	

Cedar Rapids

2000 ARB Rank:	201	2000 Revenue:	\$15,800,000	Manager's Market Ranking (current):	3.5
2000 MSA Rank:	219	Rev per Share Point:	\$209,549	Manager's Market Ranking (future) :	3.8
2000 DMA Rank:	89 (w/Waterloo, Dubuque)	Population per Station:	15,360	Five-year revenue gain % (95-00):	50.5
2000 Rev Rank:	123 of 173	2000 Revenue Change:	6.8%		

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	10.5	11.8	12.7	13.8	14.8	15.8					
Yearly Growth Rate (95-00): 6.2% assigned											
Projected Revenue Estimates:							16.4	17.4	18.6	20.0	21.3
Revenue per Capita:	58.33	64.84	69.78	75.41	79.57	84.04					
Yearly Growth Rate (95-00): 5.2% assigned											
Projected Revenue per Capita:							86.32	90.63	95.88	102.56	108.12
Resulting Revenue Estimate:							17.2	18.2	19.5	20.9	22.3
Revenue as % of Retail Sales:	0.0050	0.0054	0.0055	0.0058	0.0059	0.0059					
Mean % (95-00) 0.0056											
Resulting Revenue Estimate:						15.8	16.5	17.1	17.8	18.5	
MEAN REVENUE ESTIMATE:						16.5	17.4	18.4	19.6	20.7	

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.180	0.182	0.182	0.183	0.186	0.188	0.190	0.192	0.194	0.195	0.197
Retail Sales (billions):	2.10	2.20	2.30	2.40	2.50	2.70	2.82	2.94	3.06	3.18	3.30

Market Profile

Below-the-Line Listening Shares:	10.8
Unlisted Station Listening:	13.8
Total Lost Listening:	24.6
Available Share Points:	75.4
Number of Viable Stations:	9.0
Average Share Points per Viable Station:	8.4
Rev. per Available Share Point:	\$209,549
Estimated Rev. for Mean Station:	\$1,760,212
Average HH Income:	\$50,982
Average Age:	36.6
Average Education:	12.8
Average Home Value:	\$58,500
Population Change (1999-2004):	4.8
Retail Sales Change (1999-2004):	27.2
Cable Penetration:	65.4
Number of Class B or C FMs:	6

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$15,800,000	27.5	0.0059
Television	\$20,000,000	34.8	0.0074
Newspaper	\$19,600,000	34.1	0.0073
Outdoor	\$2,100,000	3.7	0.0008
Cable TV			
Media Totals:	\$57,500,000		0.0213

Note: Use Newspaper and Outdoor estimates with caution. Split DMA with Waterloo and Dubuque. TV revenue is estimate of Cedar Rapids' share. Total TV revenue for DMA is estimated at \$47,000,000.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: KKRQ FM, KXIC AM, WMT AM, WMT FM	\$6,210,000	39.3
2 Cumulus Media: KDAT FM, KHAK FM, KRNA FM	\$6,100,000	38.6
3 KRNA, Inc.: KZIA FM	\$2,200,000	13.9
4 Sellers Broadcasting, Inc.: KMRV AM	\$390,000	2.5
5 Cedar Rapids Television Co.: KCRG AM	\$300,000	1.9

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KHAK FM	C	\$3,300,000	20.9
2 WMT AM	FS	\$2,300,000	14.6
3 KZIA FM	CHR	\$2,200,000	13.9
4 WMT FM	AC	\$2,000,000	12.7
5 KDAT FM	AC	\$1,600,000	10.1
6 KKRQ FM	CL HITS	\$1,500,000	9.5
7 KRNA FM	AOR	\$1,200,000	7.6
8 KMRV AM	ST	\$390,000	2.5
9 KCRG AM	T	\$300,000	1.9
10 KXIC AM	T	\$210,000	1.3

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Food Products Radio Elect. Agribusiness		McLeodUSA		Access Direct Telemarket

Socio-Economic Breakdowns

Ethnic	Income (\$000)		Age		Education		
White:	96.3	<\$20:	17.5	12-to-24	21.0	Non High School Grad:	14.6
Black:	2.3	\$20-\$49.9:	33.8	25-to-54	53.7	High School Grad:	34.3
Amer. Indian:	0.2	\$50-\$99.9:	37.8	55-plus	25.3	College 1-3 years:	28.9
Asian/Pac.Isl.:	1.2	\$100+:	10.9			College 4+ years:	22.1
Hispanic: *	1.8						

Viable Stations

KCRG-AM	KDAT-FM	KHAK-FM	KKRQ-FM
KMRV-AM	KRNA-FM	KXIC-AM	KZIA-FM
WMT-AM	WMT-FM		

Colleges and Universities

	(# of Students)
U. of Iowa	28,705
Kirkwood CC	11,038
Coe Coll.	1,263
Mount Mercy Coll.	1,149
Cornell Coll.	1,009
Total Students (FT & PT)	43,164

Best Golf Courses

Weather Data

NO WEATHER DATA AVAILABLE
See Des Moines for an approximation

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KGAN	Cedar Rapids	2	CBS	Sinclair	
KWWL	Waterloo	7	NBC	Raycom	
KCRG-TV	Cedar Rapids	9	ABC	C. R. Gazette	
KIIN-TV	Iowa City	12	PBS	IA Pub. Bcstg.	
KFXA-TV	Cedar Rapids	28	FOX	Second Generation	
KRIN	Waterloo	32	PBS	IA Pub. Bcstg.	
KFXB-TV	Dubuque	40	FOX	Second Generation	
KPXR	Cedar Rapids	48	PAX	Paxson	Second
Gen. (JSA)					

Major Daily Newspapers

	AM	PM	Sun	Owner
The Gazette	66,980		66,980	

Employment Breakdowns

By Industry

1 Retail Trade	17,363	17.60%
2 Manufac., Durables	16,566	16.80%
3 Educational Svcs.	7,713	7.82%
4 Manufac., Non-Durables	7,180	7.28%
5 Health Svcs.	6,965	7.06%
6 Other Prof. Svcs.	6,501	6.59%
7 Fin., Ins. & Real Estate	6,432	6.52%
8 Construction	4,606	4.67%
9 Business & Repair Svcs.	4,529	4.59%
10 Wholesale Trade	4,510	4.57%
Total Metro Employees	98,632	
Top 10 Total Employees	82,365	83.51%

By Occupation

Admin. Support/Clerical	16,585	16.82%
Professional	15,246	15.46%
Sales	12,897	13.08%
Exec., Admin. & Managerial	11,803	11.97%
Svc., Exclud. Protective & HH	10,859	11.01%
Precis. Produc./Craft/Repair	10,570	10.72%
Machine Oprs., Fab., Assemb. & Inspec.	6,156	6.24%
Handlers, Cleaners, Help., Laborers	3,999	4.05%
Technicians & Support	3,994	4.05%
Transportation & Moving	3,340	3.39%

Unemployment

Major Radio Station Sales

Major Radio Station Sales Since 1995

Year	Calls	From	To	Price	(E)
1995	WMT A/F		Palmer	\$14,000,000	
1996	WMT	Palmer	Jacor	\$12,000,000	
1996	WMT-F	Palmer	Jacor	\$7,000,000	
1997	KTOF/KDAT-F/KHAK-F		Capstar	\$15,000,000	
1997	KXIC/KKRQ-F	T.Ingstad	Jacor	\$8,000,000	
1997	KRNA-F		Capstar	\$3,100,000	
1997	KXXM-F		Capstar	\$7,000,000	
1998	KMRV		Rick Sellers	\$475,000	
1998	KXXM-F	KRNA	Capstar	Cancelled	
1998	WMT-AF/KKRQ-F/KXIC	Jacor	Clear Channel		
3/6/00	KDAT FM, KHAK FM, KRNA FM	AMFM	Cumulus	AMFM/CCU divestiture. \$159,000,000 + swaps	

Charleston, SC

2000 ARB Rank:	87	2000 Revenue:	\$23,200,000	Manager's Market Ranking (current):	2.3
2000 MSA Rank:	96	Rev per Share Point:	\$267,898	Manager's Market Ranking (future):	3.0
2000 DMA Rank:	103	Population per Station:	19,257	23	
2000 Rev Rank:	84 of 173	2000 Revenue Change:	13.7%	Five-year revenue gain % (95-00):	61.1

Revenue History and Projections

	Radio Revenue History					Radio Revenue Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	14.4	15.3	16.5	17.8	20.4	23.2					
Yearly Growth Rate (95-00): 5.7% assigned											
Projected Revenue Estimates:							24.4	26.0	27.8	29.8	31.3
Revenue per Capita:	26.77	28.28	30.28	32.36	36.30	40.63					
Yearly Growth Rate (95-00): 5.9% assigned											
Projected Revenue per Capita:							42.07	44.14	46.49	48.93	50.65
Resulting Revenue Estimate:							25.5	27.2	29.1	31.2	32.8
Revenue as % of Retail Sales:	0.0028	0.0028	0.0029	0.0029	0.0032	0.0034					
Mean % (95-00) 0.0030											
Resulting Revenue Estimate:							23.1	25.8	28.5	31.2	33.9
MEAN REVENUE ESTIMATE:							24.3	26.3	28.5	30.7	32.7

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.538	0.541	0.545	0.550	0.562	0.571	0.580	0.589	0.598	0.609	0.618
Retail Sales (billions):	5.20	5.50	5.60	6.10	6.40	6.80	7.70	8.60	9.50	10.40	11.30

Market Profile

Below-the-Line Listening Shares:	0.0
Unlisted Station Listening:	13.4
Total Lost Listening:	13.4
Available Share Points:	86.6
Number of Viable Stations:	16.5
Average Share Points per Viable Station:	5.2
Rev. per Available Share Point:	\$267,898
Estimated Rev. for Mean Station:	\$1,393,070
Average HH Income:	\$40,695
Average Age:	32.3
Average Education:	12.3
Average Home Value:	\$72,200
Population Change (1999-2004):	8.4
Retail Sales Change (1999-2004):	62.5
Cable Penetration:	54.5
Number of Class B or C FMs:	12

Confidence Levels

2000 Revenue Estimates:
2001-to-2005 Revenue Estimates:

Comments: Market reports revenue to Miller, Kaplan. Still a good number of stations do not participate including WCOO-F, WYBB-F, WJNI-F and WWBZ-F.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$23,200,000	19.8	0.0034
Television	\$47,000,000	40.1	0.0069
Newspaper	\$40,000,000	34.1	0.0059
Outdoor	\$4,500,000	3.8	0.0007
Cable TV	\$2,600,000	2.2	0.0004
Media Totals:	\$117,300,000		0.0173

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Citadel: WMGL FM, WNKT FM, WSSX FM, WSUY FM, WTMA AM, WTMZ AM, WWWZ FM, WXTC AM	\$10,580,000	45.6
2 Clear Channel: WALC FM, WEZL FM, WRFQ FM, WSCC AM, WXLV FM	\$9,330,000	40.2
3 L.M. Communications, Inc.: WCOO FM, WYBB FM	\$1,580,000	6.8
4 Emerald City Radio: WAVF FM	\$1,310,000	5.6
5 Synchronous Media: WSSP FM	\$400,000	1.7
6 Thomas B. Daniels: WJNI FM, WWBZ FM	\$175,000	0.8
7 Kirkman Broadcasting, Inc.: WQNT AM, WQSC AM	\$125,000	0.5

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WWWZ FM	B	\$3,040,000	13.1
2 WEZL FM	C	\$2,940,000	12.7
3 WXLV FM	O	\$2,920,000	12.6
4 WSSX FM	CHR	\$2,250,000	9.7
5 WSUY FM	SAC	\$1,780,000	7.7
6 WNKT FM	C	\$1,360,000	5.9
7 WAVF FM	AOR	\$1,310,000	5.6
8 WRFQ FM	CL HITS	\$1,270,000	5.5
9 WALC FM	AC/NR	\$1,200,000	5.2
10 WMGL FM	B/AC	\$990,000	4.3
11 WTMA AA	T	\$860,000	3.7
12 WYBB FM	CL AOR	\$820,000	3.5
13 WCOO FM	B/O	\$760,000	3.3
14 WSCC AM	N/T	\$600,000	2.6
15 WSSP FM	CHR/U	\$400,000	1.7
16 WXTC AM	B/G	\$300,000	1.3
17 WJNI FM	B/G	\$175,000	0.8
18 WQSC AM	SPRTS	\$125,000	0.5

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	83.5	\$17,731,000	(+14.6)
National:	16.5	\$3,516,000	(+8.5)
Note: Trade equals 3.9% of local. In 1999, it was 7% and in 1998, it was 3.8%			

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Textiles Machinery Military Gum and Wood Chemicals				Smith Gerber McClure & Associates

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	66.7	<\$20: 23.1	12-to-24 23.9
Black:	31.2	\$20-\$49.9: 39.9	25-to-54 56.0
Amer. Indian:	0.3	\$50-\$99.9: 29.2	55-plus 20.1
Asian/Pac.Isl.:	1.8	\$100+: 7.8	Non High School Grad: 23.3
Hispanic: *	2.3		High School Grad: 29.1
			College 1-3 years: 27.6
			College 4+ years: 20.0

Viable Stations

WALC-FM	WAVF-FM	WCOO-FM	WEZL-FM
WMGL-FM	WNKT-FM	WPAL-FM	WRFQ-FM
WSCC-AM	WSSP-FM	WSSX-FM	WSUY-FM
WTMA-AM	WTMZ-AM	WWWZ-FM	WXLY-FM
WXTC-AM	WYBB-FM		

Colleges and Universities

	(# of Students)
C of Charleston	10,944
Trident Technical Coll.	9,100
The Citadel	3,944
Charleston Southern U.	2,282
Medical U. of South Carolina	800
Total Students (FT & PT)	27,258

Best Golf Courses

Wild Dunes (Links), Seabrook, Kiawah Island (Ocean Course)

Weather Data

Elevation:		40	
Annual Precipitation:		48.8 in.	
Annual Snowfall:		0.3 in.	
Average Windspeed:		8.8 (NNE)	
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	59.8	89.1	75.4
Avg. Min. Temp:	37.3	71.2	54.0
Average Temp:	48.6	80.2	64.7

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WCBD-TV	Charleston	2	NBC	Media General	
WCIV	Charleston	4	ABC	Allbritton	
WCSC-TV	Charleston	5	CBS	Jeff. Pilot	
WITV	Charleston	7	PBS	SC ETV	
WTAT-TV	Charleston	24	FOX	Sullivan	Sinclair
WMMP	Charleston	36	UPN	Sinclair	

Major Daily Newspapers

	AM	PM	Sun	Owner
The Post and Courier	105,296		118,077	Evening Post Publishing Co.

Employment Breakdowns

By Industry

By Occupation

Unemployment

Jul 90:	3.5%	All of 1995	5.0%
Jul 91:	4.5%	All of 1996	5.5%
Jul 92:	6%	All of 1997	4.0%
Jul 93:	6.7%	All of 1998	2.9%
Jul 94:	6.2%	All of 1999	3.4%

Major Radio Station Sales

Major Radio Station Sales Since 1994

Year	Calls	From	To	Price	(E)
1994	WTMA, WTMZ, WSUY-F, WSSX-F	Dudley	Wicks	\$5,750,000	
1994	WWWZ-F		Dudley	\$2,005,000	
1994	WOKE			\$1,000,000	
1994	WXLY-F	Bloomington	Apollo	\$2,250,000	
1994	WSSP-F (Goose Crk)	Jones Eastern	EBE	\$450,000	
1995	WEZL-F	Apollo	Regent	\$11,100,000	
1995	WXLY-F	Apollo	Regent	\$2,500,000	
1995	WJUK-F (Mt. Pleasant)		Dudley	\$900,000	
1995	WMGL-F, WWWZ-F	Dudley	Mayo	\$4,000,000	
1996	WXTC-F, WSSP-F	EB	Dudley/Scconnix	\$2,700,000	
1996	WMGL-F, WWWZ-F	Mayo	Wicks	\$7,500,000	
1996	WBUB-F		Dudley/Scconnix	\$2,550,000	
1996	WEZL-F	Regent	Jacor	\$14,000,000	
1996	WXLY-F	Regent	Jacor	\$5,000,000	
1997	WEZL-F	Jacor	Regent	\$11,900,000	
1997	WXLY-F	Jacor	Regent	\$4,500,000	
1997	WXTC, WBUB-F, WJZK-F	Dudley	Wicks	\$5,600,000	
1997	WSUY-F	Wicks	Dudley	\$2,500,000	
1997	WRFQ-F		Regent	\$1,350,000	
1997	WSUY-F	Dudley	Regent	\$2,500,000	
1997	WRFQ-F, WSUY-F	Regent	Jacor	\$3,850,000	
1997	WXTC, WJZK-F		Wicks	\$6,000,000	
1997	WEZL-F, WXLY-F	Jacor	sale to Regent		Cancelled
1998	WPAL-AF		K.B. Beach	(receiver)	
1998	WPAL		Jacor	\$1,350,000	
1998	WEZL-F/WXLY-F/WRFQ-F/WLLC-F		Jacor	Clear Channel	
1998	WWWZ-F/WTMA/WSSX-F/WNKT-F/WSUY-F/WMGL-F/WTMZ/WXTC	Wicks	Citadel	\$77,000,000	
1/29/99	WSSP FM		Concord Media	\$1,600,000	
6/7/99	WTUA FM	George Wells	Jeremiah Ravenel	\$275,000	
8/10/99	WAVF FM	Cordes Street Communications	Emerald City Radio	\$3,000,000	
10/8/99	WZJY AM	Mt. Pleasant Communications	Fulmer Broadcasting	\$188,900	
10/8/99	WZJY	Mt. Pleasant Communications	Fulmer Broadcasting		
9/13/00	WQIZ	Cab, Inc.	ELM		
12/6/00	WWBZ-F	Baker Communications, Inc.	Thomas B. Daniels	\$1,600,000	

Charleston, WV

2000 ARB Rank:	162	2000 Revenue:	\$13,900,000	Manager's Market Ranking (current):	2.1
2000 MSA Rank:	182	Rev per Share Point:	\$172,457	Manager's Market Ranking (future) :	2.5
2000 DMA Rank:	61 (w/Huntington)	Population per Station:	15,379		
2000 Rev Rank:	135 of 173	2000 Revenue Change:	9.4%	Five-year revenue gain % (95-00):	46.3

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	9.5	10.3	11.0	12.0	12.7	13.9					
Yearly Growth Rate (95-00): 5.5% assigned											
Projected Revenue Estimates:							14.4	15.3	16.2	17.4	18.4
Revenue per Capita:	37.11	40.23	43.48	47.24	50.40	55.38					
Yearly Growth Rate (95-00): 4.8% assigned											
Projected Revenue per Capita:							57.60	61.45	65.32	70.45	74.80
Resulting Revenue Estimate:							15.1	16.0	17.0	18.2	19.3
Revenue as % of Retail Sales:	0.0035	0.0037	0.0038	0.0040	0.0038	0.0038					
Mean % (95-00) 0.0038											
Resulting Revenue Estimate:							14.9	15.7	16.6	17.4	18.2
MEAN REVENUE ESTIMATE:							14.8	15.7	16.6	17.7	18.6

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.256	0.256	0.253	0.254	0.252	0.251	0.250	0.249	0.248	0.247	0.246
Retail Sales (billions):	2.70	2.80	2.90	3.00	3.30	3.70	3.92	4.14	4.36	4.58	4.80

Market Profile

Below-the-Line Listening Shares:	10.2
Unlisted Station Listening:	9.2
Total Lost Listening:	19.4
Available Share Points:	80.6
Number of Viable Stations:	9.0
Average Share Points per Viable Station:	9.0
Rev. per Available Share Point:	\$172,457
Estimated Rev. for Mean Station:	\$1,552,113
Average HH Income:	\$39,786
Average Age:	38.8
Average Education:	11.9
Average Home Value:	\$57,400
Population Change (1999-2004):	-2.0
Retail Sales Change (1999-2004):	38.8
Cable Penetration:	71.8
Number of Class B or C FMs:	7

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Bristol Broadcasting Co.: WBES AM, WBES FM, WQBE FM, WQBE AM, WVSR FM	\$4,630,000	33.3

Highest Billing Stations

NO OTHER RELIABLE ESTIMATES AVAILABLE

Confidence Levels

2000 Revenue Estimates:	Below Normal
2001-to-2005 Revenue Estimates:	Below Normal

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$13,900,000	31.0	0.0038
Television	\$31,000,000	69.0	0.0084
Newspaper			
Outdoor			
Cable TV			
Media Totals:	\$44,900,000		0.0121

Note: Use Newspaper and Outdoor estimates with caution. Split DMA with Huntington. This figure represents Charleston's share. Total revenue for the DMA is estimated at \$59,000,000.

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Coal, Oil Chemicals Government Mining Equipment			InterTech Group McJunkin	

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	93.6	<\$20: 27.4	12-to-24 18.6
Black:	5.6	\$20-\$49.9: 37.0	25-to-54 51.9
Amer. Indian:	0.1	\$50-\$99.9: 27.2	55-plus 29.5
Asian/Pac. Isl.:	0.7	\$100+: 8.4	Non High School Grad: 27.3
Hispanic: *	0.6		High School Grad: 36.1
			College 1-3 years: 19.9
			College 4+ years: 16.6

Viable Stations

WBES-FM	WCAW-AM	WCHS-AM	WKAZ-FM
WKLC-FM	WKWS-FM	WQBE-AM	WQBE-FM
WRVZ-FM	WVAF-FM	WVSR-FM	

Colleges and Universities

	(# of Students)
U. of Charleston	1,256
Total Students (FT & PT)	1,256

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WSAZ-TV	Huntington	3	NBC	Emmis	
WCHS-TV	Charleston	8	ABC	Sinclair	
WVAH-TV	Charleston	11	FOX/UPN	Sullivan	Sinclair
WOWK-TV	Huntington	13	CBS	Gateway	
WLPX-TV	Charleston	29	PAX	Paxson	
WHCP	Portsmouth, OH	30	WB	Commonwealth	
WPBY-TV	Huntington	33	PBS	WV Ed. Bcstg.	
WTSF	Ashland, KY	61	IND	Tri-State	

Weather Data

Elevation:	40		
Annual Precipitation:	48.8 in.		
Annual Snowfall:	0.3 in.		
Average Windspeed:	8.8 (NE)		
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	43.6	85.6	66.0
Avg. Min. Temp:	25.3	64.6	44.4
Average Temp:	34.5	75.0	55.2

Major Daily Newspapers

	AM	PM	Sun	Owner
Charleston Daily Mail; Sunday Gazette-Mail		34,730	97,960	MediaNews Inc.
Charleston Gazette; Sunday Gazette-Mail	52,548		97,960	Elizabeth Shilton

Employment Breakdowns

By Industry				By Occupation				Unemployment			
1 Retail Trade	20,046	18.60%		Admin. Support/Clerical	20,279	18.81%	Jul 90:	5.1%			
2 Health Svcs.	10,660	9.89%		Professional	15,374	14.26%	Jul 91:	7.6%			
3 Manufac., Non-Durables	8,890	8.25%		Sales	14,403	13.36%	Jul 92:	8.7%			
4 Educational Svcs.	8,463	7.85%		Precis. Produc./Craft/Repair	12,675	11.76%	Jul 93:	7.6%			
5 Fin., Ins. & Real Estate	7,459	6.92%		Exec., Admin. & Managerial	12,435	11.54%	Jul 94:	6%			
6 Other Prof. Svcs.	7,089	6.58%		Svc., Exclud. Protective & HH	11,427	10.60%	All of 1995	5.7%			
7 Public Administration	6,734	6.25%		Transportation & Moving	5,214	4.84%	All of 1996	5.4%			
8 Construction	6,683	6.20%		Technicians & Support	4,703	4.36%	All of 1997	4.8%			
9 Commun. & Pub. Util.	6,634	6.15%		Handlers, Cleaners, Help., Laborers	4,516	4.19%	All of 1998	4.7%			
10 Wholesale Trade	5,660	5.25%		Machine Oprs., Fab., Assemb. & Inspec.	3,863	3.58%	All of 1999	4.7%			
Total Metro Employees	107,797										
Top 10 Total Employees	88,318	81.93%									

Major Radio Station Sales

Major Radio Station Sales Since 1990

Year	Calls	From	To	Price	(E)
1990	WBES-F (Dunbar)			\$1,100,000	
1990	WVSR A/F	Sold by Ardman		\$4,000,000	Cancelled
1992	WCHS, WVNS-F		WV Radio	\$1,750,000	
1992	WCAW, WVAF-F	Capitol	Franklin	\$1,400,000	
1992	WCAW, WVAF-F	Franklin	WV Radio	\$1,600,000	
1993	WBES-F (Dunbar)		Ardman	\$1,000,000	
1996	WVSR-AF, WBES-F	Ardman	Bristol	\$2,800,000	
1996	WXKV (1080, Hurricane)		Vernon Baker	\$20,000	
1997	WCZR, WKAZ-F		West VA Radio	\$2,140,000	
1/27/00	WSCW AM, WJYP FM	CLW Communications	Mortenson	\$1,000,000	
9/13/00	WJYP-F, WSCW	CLW Communications	Mortenson	\$300,000	

Charlotte

2000 ARB Rank:	37	2000 Revenue:	\$108,200,000	Manager's Market Ranking (current):	4.2
2000 MSA Rank:	43	Rev per Share Point:	\$1,369,620	Manager's Market Ranking (future):	4.3
2000 DMA Rank:	28	Population per Station:	54,136	22	
2000 Rev Rank:	26 of 173	2000 Revenue Change:	4.0%	Five-year revenue gain % (95-00):	87.8

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	57.6	70.0	77.8	92.4	104.0	108.2					
Yearly Growth Rate (95-00): 9.0% assigned											
Projected Revenue Estimates:							114.0	121.0	131.9	143.7	156.5
Revenue per Capita:	44.31	52.24	56.79	66.00	72.73	73.91					
Yearly Growth Rate (95-00): 6.0% assigned											
Projected Revenue per Capita:							76.10	78.98	84.23	89.81	95.78
Resulting Revenue Estimate:							119.4	126.7	138.1	150.5	163.9
Revenue as % of Retail Sales:	0.0042	0.0046	0.0047	0.0051	0.0055	0.0053					
Mean % (95-00) 0.0049											
Resulting Revenue Estimate:							109.2	117.4	125.6	133.9	142.1
MEAN REVENUE ESTIMATE:							114.2	121.7	131.9	142.7	154.2

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	1.300	1.340	1.370	1.400	1.430	1.464	1.498	1.532	1.566	1.600	1.634
Retail Sales (billions):	13.80	15.10	16.70	18.00	19.00	20.60	22.28	23.96	25.64	27.32	29.00

Market Profile

Below-the-Line Listening Shares:	3.1
Unlisted Station Listening:	17.9
Total Lost Listening:	21.0
Available Share Points:	79.0
Number of Viable Stations:	16.0
Average Share Points per Viable Station:	4.9
Rev. per Available Share Point:	\$1,369,620
Estimated Rev. for Mean Station:	\$6,711,138
Average HH Income:	\$48,779
Average Age:	36.5
Average Education:	11.7
Average Home Value:	\$72,300
Population Change (1999-2004):	11.9
Retail Sales Change (1999-2004):	43.8
Cable Penetration:	66.3
Number of Class B or C FMs:	12

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 CBS/Infinity: WBAV FM, WBHE AM, WFNZ AM, WGIV AM, WNKS FM, WPEG FM, WSOC FM, WSSS FM	\$45,680,000	42.2
2 Clear Channel: WEND FM, WKKT FM, WLYT FM, WRFX FM, WWMG FM	\$41,600,000	38.4
3 Jefferson-Pilot: WBT AM, WBT FM, WLNK FM	\$15,272,000	14.1
4 Pacific Broadcasting Group, Inc.: WXRC FM	\$2,260,000	2.1
5 Radio One: WCCJ FM	\$2,040,000	1.9
6 GHB Broadcasting Co.: WAVO AM, WCGC AM, WHVN AM, WNMX FM	\$950,000	0.9
7 Willis: WGSP AM	\$190,000	0.2
8 Vernon H. Baker Stations: WNOW AM	\$125,000	0.1

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WRFX FM	AOR	\$11,840,000	10.9
2 WPEG FM	B	\$11,427,000	10.6
3 WNKS FM	CHR	\$11,150,000	10.3
4 WLYT FM	SAC	\$9,830,000	9.1
5 WSOC FM	C	\$8,050,000	7.4
6 WWMG FM	O	\$8,000,000	7.4
7 WKKT FM	C	\$7,980,000	7.4
8 WBT AF	FS	\$7,767,000	7.2
9 WLNK FM	AC/NR	\$7,505,000	6.9
10 WBAV FM	B/AC	\$5,929,000	5.5
11 WSSS FM	CL HITS	\$5,666,000	5.2
12 WEND FM	AOR-NR	\$3,950,000	3.7
13 WFNZ AM	SPRTS	\$3,200,000	3.0
14 WXRC FM	AOR	\$2,260,000	2.1
15 WCCJ FM	B/O	\$2,040,000	1.9
16 WNMX FM	ST	\$800,000	0.7
17 WGIV AM	B/G	\$258,000	0.2
18 WGSP AM	B/G	\$190,000	0.2
19 WHVN AM	REL	\$150,000	0.1
20 WNOW AM	SP	\$125,000	0.1

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	79.4	\$84,843,000	(+0.7)
National:	20.6	\$22,000,000	(+18.2)

Note: Trade equals 2.4% of local. In 1999, it was 2.5%

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. All viable stations except WNMX-F cooperate. Managers predict 4% to 5% revenue gain in 2001. This is the first "slow" year for Charlotte in a decade.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$108,200,000	21.8	0.0053
Television	\$200,000,000	40.4	0.0097
Newspaper	\$156,000,000	31.5	0.0076
Outdoor	\$16,000,000	3.2	0.0008
Cable TV	\$15,000,000	3.0	0.0007
Media Totals:	\$495,200,000		0.0240

Note: Use Newspaper and Outdoor estimates with caution.

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Textiles	Bank of America Corp. 13	Bank of America	Alex Lee	Artis & Associates
Financial	Duke Energy 17	BF Goodrich	Baker & Taylor	HealthLink
Food Products	First Union Corp. 73	Delhaize America	Belk	MedCath
Machinery	Sonic Automotive 297	Duke Energy	GS Industries	
	Nucor 373	First Union	Heafner Tire Group	
			National Gypsum	
			Parkdale Mills	

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	77.3	<\$20: 18.4	12-to-24 20.9
Black:	20.5	\$20-\$49.9: 33.6	25-to-54 55.6
Amer. Indian:	0.4	\$50-\$99.9: 33.4	55-plus 23.5
Asian/Pac. Isl.:	1.8	\$100+: 14.6	
Hispanic: *	2.0		

Viable Stations

WBAV-FM	WBT-AM	WCCJ-FM	WEND-FM
WFNZ-AM	WGIV-AM	WKKT-FM	WLNK-FM
WLYT-FM	WNKS-FM	WNMX-FM	WPEG-FM
WRFX-FM	WSOC-FM	WSSS-FM	WWMG-FM
WXRC-FM			

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WBTB	Charlotte	3	CBS	Jeff. Pilot	
WSOC-TV	Charlotte	9	ABC	Cox	
WCCB	Charlotte	18	FOX	Bahakel	
WCNC-TV	Charlotte	36	NBC	Belo	
WTVI	Charlotte	42	PBS	Charlotte-Meck. PTV	
WJZY	Belmont	46	UPN	Capitol	
WFVT	Rock Hill, SC	55	WB	Capitol	Capitol
WUNG-TV	Concord	58	S:WUNC	U. of NC	
WAXN	Kannapolis	64	IND	Cox	Cox (JSA)

Colleges and Universities

(# of Students)

U. of North Carolina at Charlotte	15,831
Central Piedmont CC	9,097
Winthrop U.	5,284
Rowan-Cabarrus CC	3,422
York Technical Coll.	2,926
Catawba Valley CC	2,495
Queens Coll.	1,641
(and more)	
Total Students (FT & PT)	48,202

Major Daily Newspapers

	AM	PM	Sun	Owner
The Charlotte Observer	243,990		298,114	Knight Ridder

Best Golf Courses

Charlotte CC, Courses at Pinehurst (70 miles east), Piper Glenn - TPC, Carmel CC, Quail Hollow, Wade Hampton (Cashiers)

Weather Data

NO WEATHER DATA AVAILABLE
See Raleigh for approximation

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade 122,031 15.89%	Admin. Support/Clerical 122,300 15.92%	Jul 90: 3.9%
2 Manufac., Non-Durables 109,009 14.19%	Sales 100,652 13.10%	Jul 91: 5.3%
3 Manufac., Durables 74,216 9.66%	Exec., Admin. & Managerial 97,557 12.70%	Jul 92: 6%
4 Fin., Ins. & Real Estate 57,706 7.51%	Precis. Produc./Craft/Repair 96,624 12.58%	Jul 93: 4.7%
5 Construction 54,671 7.12%	Professional 89,849 11.70%	Jul 94: 4.2%
6 Wholesale Trade 50,042 6.51%	Machine Oprs., Fab., Assemb. & Inspec. 79,840 10.39%	All of 1995 3.4%
7 Educational Svcs. 46,588 6.07%	Svc., Exclud. Protective & HH 67,523 8.79%	All of 1996 3.7%
8 Health Svcs. 46,356 6.03%	Handlers, Cleaners, Help., Laborers 34,236 4.46%	All of 1997 3.0%
9 Other Prof. Svcs. 44,158 5.75%	Transportation & Moving 30,606 3.98%	All of 1998 2.7%
10 Transportation 37,285 4.85%	Technicians & Support 26,696 3.48%	All of 1999 2.6%
Total Metro Employees 768,141		
Top 10 Total Employees 642,062 83.59%		

Charlotte

Major Radio Station Sales

Major Radio Station Sales Since 1992

Year	Calls	From	To	Price	(E)
1992	WSOC-F	Traded by Cox	to EZ	WHQT in Miami	
1992	WCNT	Sold by Pat Robertson		\$300,000	
1992	WSOC	Sold by Cox		\$475,000	
1993	WEZC-F	Keymarket	Trumper	\$6,000,000	
1993	WWMG-F	Voyager	Dalton	\$4,500,000	
1993	WCKZ-F	receivership	Bdcstg Partners	\$3,000,000	
1993	WAES, WAQQ-F	Adams receivership	Pyramid	\$4,000,000	
1994	WXRC-F (Hickory)			\$3,050,000	
1995	WBAV A/F	Bdcst. Prtns	Evergreen	\$5,000,000	(E)
1995	WPEG-F	Bdcst. Prtns	Evergreen	\$26,000,000	(E)
1995	WSTP, WRDX-F (Salisbury)		Dalton	\$3,000,000	
1995	WBZK-F (Chester)		Jefferson-Pilot	\$1,500,000	
1995	WTDR-F, WEZC-F	Trumper	SFX	\$23,500,000	
1995	WEDJ-F	Pyramid	Evergreen	\$9,000,000	(E)
1995	WRFX A/F	Pyramid	Evergreen	\$29,000,000	(E)
1996	WSIC/WFMX-F	Adventure	Benchmark	\$9,600,000	
1996	WSSS-F	EZ	Amer. Radio Sys.	\$16,000,000	
1996	WSOC-F	EZ	Amer. Radio Sys.	\$50,000,000	
1996	Evergreen's Charlotte stns			WIOQ,WUSL-F in Phila. + \$10.0 mil.	
1996	WNKS-F, WRFX-F, Trade	Amer. Radio Sys.	SFX	TDR-F + \$65.0 mil	Cancelled
1996	WSSS-F				
1996	WSIC/WFMX-F	Benchmark	Capstar	\$13,100,000	
1997	WRFX-F	Traded by ARS	SFX	WDSY-F (Pitts.) + \$20 mil.	
1997	WKKT-F	SFX	Hicks/Chancellor	\$41,000,000	
1997	WLYT-F	SFX	Hicks/Chancellor	\$39,000,000	
1997	WRFX-F	SFX	Hicks/Chancellor	\$59,000,000	
1997	WGIV, WBAV-F	Amer. Radio Sys.	CBS	\$25,000,000	
1997	WFNZ	Amer. Radio Sys.	CBS	\$2,000,000	
1997	WNKS-F	Amer. Radio Sys.	CBS	\$20,000,000	
1997	WPEG-F	Amer. Radio Sys.	CBS	\$65,000,000	
1997	WSOC-F	Amer. Radio Sys.	CBS	\$80,000,000	
1997	WSSS-F	Amer. Radio Sys.	CBS	\$18,000,000	
1998	WLTC			\$162,000	
1998	WABZ-F	William Norman		\$1,275,000	
1998	WABZ-F		Susquehanna	\$1,650,000	
1998	WCGC	Hiker	GHB	\$250,000	
1998	WTLT (1480)		Hibernia	\$900,000	
9/20/99	WDEX AM	Ford Broadcasting	New Life Commun. Temple		
3/13/00	WCCJ FM	Davis	Radio One		
3/21/00	WIXE AM	Bonita Bequet	Multicultural	Group: \$24,000,000; cash & stock	
5/17/00	WEND FM	Dalton Group	Mercury Broadcasting	\$389,937	
5/17/00	WWMG FM	Dalton Group	Clear Channel	\$15,000,000	
6/21/00	WBZK AM	Curtis Sigmon	Vernon H. Baker Stations	\$45,000,000	
6/29/00	WGFY AM	Hibernia	ABC Inc.	\$500,000	
11/22/00	WEND FM	Mercury Radio Broadcasting	Clear Channel		

2000 ARB Rank:	222	2000 Revenue:	\$7,900,000	Manager's Market Ranking (current):	3.1
2000 MSA Rank:	246	Rev per Share Point:	\$116,691	Manager's Market Ranking (future) :	3.2
2000 DMA Rank:	193	Population per Station:	12,970		
2000 Rev Rank:	166 of 173	2000 Revenue Change:	9.7%	Five-year revenue gain % (95-00):	43.6

Revenue History and Projections

	Radio Revenue History						Radio Revenue Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	5.5	5.9	6.4	6.6	7.2	7.9					
Yearly Growth Rate (95-00): 5.8% assigned											
Projected Revenue Estimates:							8.2	8.7	9.2	9.9	10.6
Revenue per Capita:	38.19	40.69	43.54	43.42	46.45	50.32					
Yearly Growth Rate (95-00): 4.7% assigned											
Projected Revenue per Capita:							51.57	54.04	56.44	59.28	62.72
Resulting Revenue Estimate:							8.6	9.1	9.6	10.4	11.1
Revenue as % of Retail Sales:	0.0032	0.0034	0.0036	0.0035	0.0036	0.0036					
Mean % (95-00) 0.0035											
Resulting Revenue Estimate:							8.1	8.5	9.0	9.4	9.8
MEAN REVENUE ESTIMATE:							8.3	8.8	9.3	9.9	10.5

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.144	0.145	0.147	0.152	0.155	0.157	0.159	0.161	0.163	0.167	0.169
Retail Sales (billions):	1.70	1.75	1.80	1.91	2.00	2.20	2.32	2.44	2.56	2.68	2.80

Market Profile

Below-the-Line Listening Shares:	3.6
Unlisted Station Listening:	28.7
Total Lost Listening:	32.3
Available Share Points:	67.7
Number of Viable Stations:	9.0
Average Share Points per Viable Station:	7.5
Rev. per Available Share Point:	\$116,691
Estimated Rev. for Mean Station:	\$875,183
Average HH Income:	\$48,220
Average Age:	35.1
Average Education:	12.3
Average Home Value:	\$93,800
Population Change (1999-2004):	7.7
Retail Sales Change (1999-2004):	34.0
Cable Penetration:	64.7
Number of Class B or C FMs:	2

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: WCHV AM, WCYK FM, WKAV AM, WUMX FM, WVAO FM, WWSY FM	\$3,618,000	45.8
2 Eure Communications, Inc.: WINA AM, WQMZ FM, WWWV FM	\$3,040,000	38.5
3 WUVA, Inc.: WUVA FM	\$770,000	9.7

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WCYK FM	C	\$1,700,000	21.5
2 WINA AM	N/T	\$1,250,000	15.8
3 WUMX FM	AC	\$1,100,000	13.9
4 WWWV FM	AOR	\$1,000,000	12.7
5 WQMZ FM	CHR/AC	\$790,000	10.0
6 WUVA FM	B/AC	\$770,000	9.7
7 WVAO FM	O	\$350,000	4.4
8 WWSY FM	B/O	\$270,000	3.4
9 WCHV AM	B/AC	\$99,000	1.3
10 WKAV AM	ST	\$99,000	1.3

Confidence Levels

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$7,900,000	100.0	0.0036
Television			
Newspaper			
Outdoor			
Cable TV			
Media Totals:	\$7,900,000		0.0036

Note: Use Newspaper and Outdoor estimates with caution.

Charlottesville, VA

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	80.9	<\$20: 19.8	12-to-24: 24.1
Black:	16.3	\$20-\$49.9: 34.3	25-to-54: 53.0
Amer. Indian:	0.1	\$50-\$99.9: 32.3	55-plus: 22.8
Asian/Pac. Isl.:	2.8	\$100+:	13.6
Hispanic: *	1.6		

Viable Stations

WCHV-AM	WCYK-FM	WINA-AM	WKAV-AM
WQMZ-FM	WUMX-FM	WUVA-FM	WVAO-FM
WVSY-FM	WWWV-FM		

Colleges and Universities

Colleges and Universities	(# of Students)
U. of Virginia	21,156
Piedmont Virginia CC	2,102
Mary Baldwin Coll.	1,451
	24,709

Weather Data

NO WEATHER DATA AVAILABLE.

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WVIR-TV	Charlottesville	29	NBC	Waterman	
WHTJ	Charlottesville	41	S:WCVE	Ctl. VA ETV	
WADA-LP	Charlottesville	55	PAX	Tiger Eye	

Major Daily Newspapers

Major Daily Newspapers	AM	PM	Sun	Owner
The Daily Progress	31,296		34,986	Media General Inc. (Virginia Newspapers Inc.)

Employment Breakdowns

By Industry			By Occupation			Unemployment		
1 Educational Svcs.	12,281	15.74%	Professional	15,745	20.18%	All of 1995	2.4%	
2 Retail Trade	11,874	15.22%	Admin. Support/Clerical	12,491	16.01%	All of 1996	2.5%	
3 Health Svcs.	9,576	12.28%	Exec., Admin. & Managerial	9,509	12.19%	All of 1997	2.2%	
4 Manufac., Durables	6,279	8.05%	Precis. Produc./Craft/Repair	8,635	11.07%	All of 1998	1.4%	
5 Construction	5,691	7.30%	Sales	8,531	10.94%	All of 1999	1.3%	
6 Other Prof. Svcs.	5,592	7.17%	Svc., Exclud. Protective & HH	7,857	10.07%			
7 Fin., Ins. & Real Estate	4,738	6.07%	Technicians & Support	4,024	5.16%			
8 Manufac., Non-Durables	3,472	4.45%	Machine Oprs., Fab., Assemb. & Inspec.	3,198	4.10%			
9 Public Administration	3,249	4.17%	Farming, Forestry & Fishing	2,216	2.84%			
10 Personal Svcs.	2,749	3.52%	Transportation & Moving	2,211	2.83%			
Total Metro Employees	78,004							
Top 10 Total Employees	65,501	83.97%						

Major Radio Station Sales

Major Radio Station Sales Since 1992

Year	Calls	From	To	Price	(E)
1992	WKAV			\$120,000	
1993	WKAV		Sold to owners of WINA, WQMZ-F	\$120,000	
1993	WCYK A/F (Crozet)		Clark	\$1,150,000	(E)
1996	WUMX-F			\$1,100,000	
1997	WCHV/WWWV-F	Merged wWINA, WKAV, WQMZ-F		\$6,200,000	
1998	WCHV/WWWV-F	Merger wWINA, etc.,			Cancelled
6/4/99	WCYK FM	Clark Broadcasting	Clear Channel	with WVAO FM, WVSY FM: \$6,350,000	
6/4/99	WVAO FM	Clark Broadcasting	Clear Channel	with WCYK FM, WVSY FM: \$6,350,000	
6/4/99	WVSY FM	Clark Broadcasting	Clear Channel	with WCYK FM, WVAO FM: \$6,350,000	
12/10/99	WCHV AM	Eure	Clear Channel	With WKAV: \$900,000	
12/10/99	WKAV AM	Charlottesville Broadcasting	Clear Channel	With WCHV: \$900,000	
4/26/00	WUMX FM	Air Virginia, Inc.	Clear Channel	\$5,900,000	
6/29/00	WINA AM	Charlottesville Bdcstg. Corp.	Eure Communications, Inc.	\$1,750,000	
6/29/00	WQMZ FM	Charlottesville Bdcstg. Corp.	Eure Communications, Inc.	\$1,400,000	

2000 ARB Rank:	104	2000 Revenue:	\$22,500,000	Manager's Market Ranking (current):	3.2
2000 MSA Rank:	112	Rev per Share Point:	\$267,539	Manager's Market Ranking (future) :	3.4
2000 DMA Rank:	86	Population per Station:	19,530	20	
2000 Rev Rank:	89 of 173	2000 Revenue Change:	3.7%	Five-year revenue gain % (95-00):	40.6

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	16.0	17.7	18.6	20.3	21.7	22.5					
Yearly Growth Rate (95-00): 5.9% assigned											
Projected Revenue Estimates:							23.4	24.8	26.5	28.4	30.4
Revenue per Capita:	35.96	39.51	41.33	44.91	47.80	49.34					
Yearly Growth Rate (95-00): 6.7% assigned											
Projected Revenue per Capita:							51.09	53.91	57.36	61.21	65.24
Resulting Revenue Estimate:							24.5	26.0	27.7	29.7	31.8
Revenue as % of Retail Sales:	0.0036	0.0038	0.0038	0.0039	0.0041	0.0040					
Mean % (95-00): 0.0039											
Resulting Revenue Estimate:							22.6	24.2	25.7	26.9	28.1
MEAN REVENUE ESTIMATE:							23.5	25.0	26.7	28.3	30.1

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.445	0.448	0.450	0.452	0.454	0.456	0.458	0.460	0.462	0.464	0.466
Retail Sales (billions):	4.50	4.70	4.90	5.20	5.30	5.60	5.80	6.20	6.60	6.90	7.20

Market Profile

Below-the-Line Listening Shares:	2.0
Unlisted Station Listening:	13.9
Total Lost Listening:	15.9
Available Share Points:	84.1
Number of Viable Stations:	13.0
Average Share Points per Viable Station:	6.5
Rev. per Available Share Point:	\$267,539
Estimated Rev. for Mean Station:	\$1,739,004
Average HH Income:	\$38,582
Average Age:	37.1
Average Education:	11.0
Average Home Value:	\$57,000
Population Change (1999-2004):	2.2
Retail Sales Change (1999-2004):	30.2
Cable Penetration:	69.8
Number of Class B or C FMs:	4

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Hungerford. All viable stations report except WSGC-F and WBDX-F and Hungerford makes estimates for them.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$22,500,000	17.9	0.0040
Television	\$48,500,000	38.6	0.0087
Newspaper	\$45,500,000	36.2	0.0081
Outdoor	\$4,800,000	3.8	0.0009
Cable TV	\$4,500,000	3.6	0.0008
Media Totals:	\$125,800,000		0.0225

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: WKXJ FM, WLOV FM, WRXR FM, WSGC FM, WUSY FM, WUUS AM	\$8,720,000	38.8
2 Bahakel: WDEF FM, WDEF AM, WDOD FM, WDOD AM	\$5,140,000	22.8
3 Citadel: WGOW AM, WGOW FM, WOGT FM, WSKZ FM	\$5,110,000	22.7
4 Brewer Broadcasting Corp.: WALV FM, WBAC AM, WJTT FM, WMPZ FM	\$2,120,000	9.4
5 Partners for Christian Radio, Inc.: WBDX FM	\$375,000	1.7
6 Pye Broadcasting, Inc.: WNOO AM	\$110,000	0.5

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WUSY FM	C	\$6,800,000	30.2
2 WDEF FM	SAC	\$3,100,000	13.8
3 WSKZ FM	CL AOR	\$2,800,000	12.4
4 WJTT FM	B	\$1,900,000	8.4
5 WDOD FM	AOR-NR	\$1,500,000	6.7
6 WGOW AF	T	\$1,250,000	5.6
7 WOGT FM	O	\$1,060,000	4.7
8 WKXJ FM	CHR	\$620,000	2.8
9 WLOV FM	B/O	\$570,000	2.5
10 WRXR FM	AOR	\$500,000	2.2
11 WBDX FM	REL-CC	\$375,000	1.7
12 WDEF AM	T/SPRTS	\$300,000	1.3
13 WDOD AM	ST	\$240,000	1.1
14 WSGC FM	CL HITS	\$230,000	1.0
15 WMPZ FM	AC	\$220,000	1.0
16 WNOO AM	B/G	\$110,000	0.5

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	89.1	\$19,667,000	(+4)
National:	10.9	\$2,418,000	(-10)

Note: Trade equals 5.7% of local. In was 5.0% in 1999 and 4.4% in 1998

Chattanooga

Commerce and Industry

Important Businesses and Industries

Food Products
Fabricated Metals
Clothing
Explosives
Porcelain Electrical Supplies

Fortune 500 Companies

UnumProvident 198
Mohawk Industries 491

Forbes 500 Companies

Forbes Largest Private Companies

Beaulieu of America Group
Life Care Centers of America
McKee Foods

INC 500 Companies

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	84.0	<\$20: 26.7	12-to-24 20.5
Black:	14.7	\$20-\$49.9: 37.9	25-to-54 52.5
Amer. Indian:	0.2	\$50-\$99.9: 27.1	55-plus 27.0
Asian/Pac. Isl.:	1.1	\$100+: 8.3	Non High School Grad: 31.6
Hispanic: *	1.1		High School Grad: 29.4
			College 1-3 years: 23.0
			College 4+ years: 16.0

Viable Stations

WBDX-FM	WDEF-AM	WDEF-FM	WDOD-AM
WDOD-FM	WGOW-AF	WJTT-FM	WKXJ-FM
WLOV-FM	WMPZ-FM	WNOO-AM	WOGT-FM
WRXR-FM	WSGC-FM	WSKZ-FM	WUSY-FM

Colleges and Universities

	(# of Students)
U. of Tennessee: Chattanooga	8,459
Chattanooga State Technical CC	5,943
Lee U.	3,088
Cleveland State CC	2,223
Southern Adventist U.	1,724
Tennessee Temple U.	654
Electronic Computer Programming Coll.	300
Total Students (FT & PT)	22,391

Best Golf Courses

The Honors Course

Weather Data

NO WEATHER DATA AVAILABLE
See Knoxville for an approximation

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WRCB-TV	Chattanooga	3	NBC	Sarkes Tarzian	
WTVC	Chattanooga	9	ABC	Freedom	
WDEF-TV	Chattanooga	12	CBS	Media General	
WYHB-LP	Chattanooga	39	WB	Ying Bennis	
WTCL	Chattanooga	45	PBS	Gr. Chattanooga	
WFLI-TV	Chattanooga	53	UPN	Chattanooga	
WDSI-TV	Chattanooga	61	FOX	Pegasus	

Major Daily Newspapers

	AM	PM	Sun	Owner
Chattanooga Times/Chattanooga Free Press	69,082		99,233	Walter Hussman

Employment Breakdowns

By Industry			By Occupation			Unemployment		
1 Retail Trade	36,201	16.78%	Admin. Support/Clerical	33,405	15.48%	All of 1995	4.8%	
2 Manufac., Non-Durables	32,223	14.93%	Professional	27,232	12.62%	All of 1996	4.5%	
3 Health Svcs.	17,881	8.29%	Sales	26,843	12.44%	All of 1997	5.0%	
4 Manufac., Durables	17,815	8.26%	Precis. Produc./Craft/Repair	26,425	12.25%	All of 1998	4.0%	
5 Educational Svcs.	15,066	6.98%	Exec., Admin. & Managerial	22,935	10.63%	All of 1999	3.5%	
6 Fin., Ins. & Real Estate	14,729	6.83%	Machine Oprs., Fab., Assemb. & Inspec.	22,837	10.58%			
7 Construction	13,033	6.04%	Svc., Exclud. Protective & HH	21,459	9.95%			
8 Wholesale Trade	10,741	4.98%	Transportation & Moving	11,284	5.23%			
9 Other Prof. Svcs.	10,676	4.95%	Handlers, Cleaners, Help., Laborers	9,689	4.49%			
10 Commun. & Pub. Util.	10,479	4.86%	Technicians & Support	6,949	3.22%			
Total Metro Employees	215,762							
Top 10 Total Employees	178,844	82.89%						

Major Radio Station Sales

Major Radio Station Sales Since 1994

Year	Calls	From	To	Price	(E)
1994	WJOC (1490)			\$125,000	
1994	FM CP		Wicks	\$440,000	
1994	WDEF A/F	Park	Tomlin/Knapp	\$3,300,000	
1996	WDEF A/F	Tomlin (Park)	Bahakel	\$7,700,000	
1996	WFXS-F		Bloomington	\$1,140,000	
1996	WMPZ-F (Ringgold, GA)		WJTT-F owner	\$960,000	
1997	WJOC (1490)			\$230,000	
1998	WUSY-F	Colonial	Cumulus	\$21,300,000	
1998	WBAC/WALV-F		Brewer	\$1,500,000	
1998	WGOW-AF/WSKZ-F/WOGT-F	Bloomgtn	Mgmt Gp.	\$66,812,850	
1998	WBDX-F			\$1,189,395	
1998	WDRZ-F		WBDX-F owner		
1998	WLMX-AF	Wicks	Cumulus	\$3,800,000	
1998	WZST-F	Wicks	Cumulus	\$1,700,000	
1998	WKXJ-F		Cumulus	\$3,000,000	
1998	WSDT	L. Bearden	Willis	\$65,000	
1/23/00	WGOW AM, WGOW FM, WOGT FM, WSKZ FM	Bloomington	Citadel	Group purchase: \$176,000,000	
4/9/00	WKXJ FM, WLOV FM, WRXR FM, WUSY FM, WUUS AM	Cumulus	Clear Channel		

2000 ARB Rank:	3	2000 Revenue:	\$558,900,000	Manager's Market Ranking (current):	4.8	
2000 MSA Rank:	3	Rev per Share Point:	\$6,308,126	Manager's Market Ranking (future) :	4.6	
2000 DMA Rank:	3	Population per Station:	162,439			
2000 Rev Rank:	3 of 173	2000 Revenue Change:	7.7%	44	Five-year revenue gain % (95-00):	75.2

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	319.0	337.6	374.7	412.2	519.0	558.9					
Yearly Growth Rate (95-00): 7.4% assigned											
Projected Revenue Estimates:							592.4	633.9	684.6	739.4	798.5
Revenue per Capita:	37.01	38.89	43.02	47.06	58.32	62.41					
Yearly Growth Rate (95-00): 7.1% assigned											
Projected Revenue per Capita:							65.74	69.91	75.03	80.55	86.46
Resulting Revenue Estimate:							620.2	663.7	716.8	774.2	836.0
Revenue as % of Retail Sales:	0.0035	0.0035	0.0038	0.0041	0.0049	0.0050					
Mean % (95-00) 0.0041											
Resulting Revenue Estimate:							481.5	506.3	531.0	555.8	580.6
MEAN REVENUE ESTIMATE:							564.7	601.3	644.1	689.8	738.4

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	8.620	8.680	8.710	8.760	8.900	8.956	9.012	9.068	9.124	9.180	9.236
Retail Sales (billions):	92.00	95.40	98.80	101.00	105.00	111.40	117.44	123.48	129.52	135.56	141.60

Market Profile

Below-the-Line Listening Shares:	0.0
Unlisted Station Listening:	11.4
Total Lost Listening:	11.4
Available Share Points:	88.6
Number of Viable Stations:	27.5
Average Share Points per Viable Station:	3.2
Rev. per Available Share Point:	\$6,308,126
Estimated Rev. for Mean Station:	\$20,186,003
Average HH Income:	\$57,757
Average Age:	34.7
Average Education:	12.7
Average Home Value:	\$103,100
Population Change (1999-2004):	3.1
Retail Sales Change (1999-2004):	29.1
Cable Penetration:	65.6
Number of Class B or C FMs:	19

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 CBS/Infinity: WBBM AM, WBBM FM, WCKG FM, WJMK FM, WSCR AM, WUSN FM, WXRT FM	\$195,950,000	35.1
2 Clear Channel: WGCI FM, WGCI AM, WLIT FM, WNUA FM, WUBT FM, WVAZ FM	\$144,900,000	25.9
3 Bonneville: WLUP FM, WNIB FM, WNIZ FM, WNND FM, WTMX FM	\$47,450,000	8.5
4 Tribune Broadcasting: WGN AM	\$42,300,000	7.6
5 ABC Inc.: WLS AM, WMVP AM, WRDZ AM, WXCD FM	\$39,880,000	7.1
6 Emmis: WKQX FM	\$27,400,000	4.9
7 Hispanic Broadcasting: WIND AM, WLXX AM, WOJO FM	\$20,800,000	3.7
8 Spanish Broadcasting System: WLEY FM	\$16,200,000	2.9
9 Big City Radio: WKIE FM, WKIF FM, WXXY FM, WYXX FM	\$7,900,000	1.4
10 Chicago Educational TV Association: WFMT FM	\$5,500,000	1.0
11 NextMedia: WAIT AM, WIIL FM, WJOL AM, WJTW FM, WKKD AM, WKKD FM, WKRS AM, WLIP AM, WLLI FM, WXLC FM, WZSR FM	\$4,400,000	0.8
12 Midway Broadcasting Corp.: WVON AM	\$1,300,000	0.2
13 Radio Unica: WNTD AM	\$1,200,000	0.2

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Hungerford. WVON, WAIT, WNIB-F, WFMT-F and some other low-rated stations do not cooperate. Managers predict 8% to 9% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$558,900,000	20.3	0.0050
Television	\$1,113,000,000	40.3	0.0100
Newspaper	\$946,000,000	34.3	0.0085
Outdoor	\$92,000,000	3.3	0.0008
Cable TV	\$49,000,000	1.8	0.0004
Media Totals:	\$2,758,900,000		0.0248

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WUSN FM	C	\$46,150,000	8.3
2 WGN AM	FS/T	\$42,300,000	7.6
3 WGCI FM	B	\$40,300,000	7.2
4 WBBM AM	N	\$33,700,000	6.0
5 WBBM FM	CHR/U	\$31,200,000	5.6
6 WVAZ FM	B/AC	\$28,600,000	5.1
7 WNUA FM	J	\$28,300,000	5.1
8 WKQX FM	AOR-NR	\$27,400,000	4.9
9 WCKG FM	T	\$25,800,000	4.6
10 WXRT FM	AOR-P	\$25,000,000	4.5
11 WLIT FM	SAC	\$22,500,000	4.0
12 WUBT FM	B/O	\$21,700,000	3.9
13 WJMK FM	O	\$21,100,000	3.8
14 WLS AM	T	\$19,400,000	3.5
15 WTMX FM	AC/NR	\$19,100,000	3.4
16 WLEY FM	SP	\$16,200,000	2.9
17 WOJO FM	SP-C	\$13,700,000	2.5
18 WSCR AM	SPRTS	\$13,000,000	2.3
19 WLUP FM	CL AOR	\$11,250,000	2.0
20 WNND FM	AC	\$10,600,000	1.9
21 WXCD FM	CL AOR	\$10,500,000	1.9
22 WMVP AM	SPRTS	\$8,700,000	1.6
23 WNIB FM	CL	\$6,500,000	1.2
24 WFMT FM	CL	\$5,500,000	1.0
25 WIND AM	SP	\$4,900,000	0.9
26 WKIE FF	CHR	\$4,500,000	0.8
27 WAIT AM	ST	\$4,400,000	0.8
28 WGCI AM	B/G	\$3,500,000	0.6
29 WXXY FF	CL HITS	\$3,400,000	0.6
30 WLXX AM	SP-TP	\$2,200,000	0.4
31 WVON AM	B	\$1,300,000	0.2
32 WRDZ AM	KIDS	\$1,280,000	0.2
33 WNTD AM	SP-NT	\$1,200,000	0.2

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	68.3	\$370,820,000	(+3)
National:	26.0	\$140,864,000	(+3.8)

Note: Trade equals 1.7% of local. It was 2% in 1999 and 2.2% in 1998. IMPORTANT: The Chicago Hungerford has an "other" line item. In 2000 there was over \$31 million in this item. This is the way to account for non-spot (or non-traditional) revenues. Keep it out of the "local" line.

Chicago

Commerce and Industry

Important Businesses and Industries

Iron and Steel
Finance
Communications
Electronics
Meat Products
Nuclear Research
Food Processing
Printing/Publishing
Transportation

Fortune 500 Companies

Sears Roebuck
Motorola
Allstate
Bank One Corp.
Walgreen
Sara Lee
UAL
McDonald's
Abbott Laboratories
Household International
Illinois Tool Works
Smurfit-Stone Container
Navistar International
Exelon
Aon
(and many more)

Forbes 500 Companies

Nucor
Abbott Laboratories
Allstate
Aon
Bank One
Baxter International
Exelon
Heller Financial
Household International
Illinois Tool Works
McDonald's
Molex
Motorola
Navistar International
NiSource
Northern Trust Corp. (and more)

Forbes Largest Private Companies

Alliant Exchange
Allied Worldwide
Armsted Industries
Arthur Andersen
Baker & McKenzie
BCom3 Group
BDO International
Boler
CC Industries
Chas Levy
Chemcentral
Clark Retail Enterprises
Coca-Cola Bottling Co of Chicago
Comark
Dade Behring (and more)

INC 500 Companies

Angel Sales
Aquascape Designs
Comnet International
Heartland Home Finance/
Heartland Mortgage
Hub Group Distribution Services
HyperEdge
Imagecom
InstallShield Software
Interface Software
Johnson & Michaels
Kiferbaum Construction
Lakeshore Staffing
North Shore Networking
Parson Group
Prairie City Bakery (and more)

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	75.8	<\$20: 16.4	12-to-24 20.9
Black:	19.3	\$20-\$49.9: 27.6	25-to-54 54.9
Amer. Indian:	0.2	\$50-\$99.9: 35.8	55-plus 24.2
Asian/Pac. Isl.:	4.7	\$100+: 20.3	College 1-3 years: 26.0
Hispanic: *	15.0		College 4+ years: 25.3

Viable Stations

WAIT-AM	WBBM-AM	WBBM-FM	WCKG-FM
WFMT-FM	WGCI-AM	WGCI-FM	WGN-AM
WIND-AM	WJMK-FM	WKIE-FM	WKQX-FM
WLEY-FM	WLIT-FM	WLS-AM	WLUP-FM
WLXX-AM	WMVP-AM	WNIB-FM	WNND-FM
WNJA-FM	WOJO-FM	WSCR-AM	WTMX-FM
WUBT-FM	WUSN-FM	WVAZ-FM	WXCD-FM
WXRT-FM	WXXY-FM		

Competitive Media

Major Over the Air Television Calls

City of Lic.	Chan.	Net	Owner	LMA/JSA
Chicago	2	CBS	CBS	
Chicago	5	NBC	NBC	
Chicago	7	ABC	ABC	
Chicago	9	WB	Tribune	
Chicago	11	PBS	Window	
Chicago	20		Comm. Col.	
Chicago	23	IND	Weigel	
Chicago	26	WB/IND	Weigel	
Chicago	32	FOX	Fox	
Chicago	38	PAX	Paxson	
Chicago	44	TEL	Telemundo	
Gary, IN	50	UPN	Newsweb	
Aurora	60	IND	USA	
Hammond, IN	62	IND	Jovon	
Joliet	66	UNI	Univision	

Colleges and Universities

(# of Students)

C of DuPage	26,257
U. of Illinois at Chicago	24,564
De Paul U.	17,765
Northwestern U.	15,393
Triton Coll.	15,305
Loyola U. of Chicago	13,083
U. of Chicago	12,132
(and more)	
Total Students (FT & PT)	313,723

Best Golf Courses

Medinah (#3), Butler, Chicago G.C., Olympia Fields (North), Kemper Lakes, Cog Hill (#4), Wynstone, Catigny, Skokie CC, Conway Farms

Weather Data

Elevation: 607
Annual Precipitation: 33.5 in.
Annual Snowfall: 40.7 in.
Average Windspeed: 10.3 (W)

	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	31.5	84.4	59.4
Avg. Min. Temp:	17.0	65.0	41.8
Average Temp:	24.3	74.4	50.6

Major Daily Newspapers

	AM	PM	Sun	Owner
Chicago Tribune	657,690		1,005,175	Tribune Co.
Chicago Sun-Times	468,170		402,917	Hollinger International Inc.
Daily Southtown	50,853		60,412	Hollinger International Inc.
Chicago Defender	13,786			Sengstacke Newspapers

Employment Breakdowns

By Industry

1 Retail Trade	635,250	15.95%
2 Manufac., Durables	455,308	11.44%
3 Fin., Ins. & Real Estate	361,592	9.08%
4 Manufac., Non-Durables	318,618	8.00%
5 Health Svcs.	310,300	7.79%
6 Other Prof. Svcs.	300,855	7.56%
7 Educational Svcs.	286,657	7.20%
8 Wholesale Trade	224,606	5.64%
9 Transportation	219,690	5.52%
10 Business & Repair Svcs.	217,711	5.47%
Total Metro Employees	3,981,528	
Top 10 Total Employees	3,330,587	83.65%

By Occupation

Admin. Support/Clerical	733,957	18.43%
Professional	585,258	14.70%
Exec., Admin. & Managerial	582,058	14.62%
Sales	510,883	12.83%
Precis. Produc./Craft/Repair	405,767	10.19%
Svc., Exclud. Protective & HH	364,881	9.16%
Machine Oprs., Fab., Assemb. & Inspec.	253,203	6.36%
Handlers, Cleaners, Help., Laborers	153,524	3.86%
Technicians & Support	141,026	3.54%
Transportation & Moving	139,976	3.52%

Unemployment

Jul 90:	6.1%
Jul 91:	6.2%
Jul 92:	7.9%
Jul 93:	6.8%
Jul 94:	5.6%
All of 1995	5.1%
All of 1996	5.0%
All of 1997	4.5%
All of 1998	4.3%
All of 1999	4.1%

Major Radio Station Sales

Major Radio Station Sales Since 1994

Year	Calls	From	To	Price	(E)
1994	WJPC A/F	Johnson Publishing	Bdcst Prtnrs	\$8,000,000	
1995	WEJM A/F	Bdcst Prtnrs	Evergreen	\$9,000,000	
1995	WVAZ-F	Bdcst Prtnrs	Evergreen	\$48,000,000	
1995	WSCR, WXRT-F	Diamond	Westinghouse	\$77,000,000	
1995	WOPA		Heftel	\$4,500,000	
1995	WNUA-F	Pyramid	Evergreen	\$59,000,000	(E)
1995	WLS A/F	Cap Cities/ABC	Disney/ABC	\$47,000,000	(E)
1995	WBBM A/F	CBS	Westinghouse	\$95,000,000	(E)
1996	WCRW (1240)		Diamond	\$564,000	
1996	WCKG-F	Cox	Infinity	\$42,000,000	
1996	WYSY-F	Cox	Infinity	\$22,000,000	
1996	WJJD	Infinity	Westinghouse	\$13,000,000	
1996	WJMK-F	Infinity	Westinghouse	\$130,000,000	
1996	WUSN-F	Infinity	Westinghouse	\$225,000,000	
1996	WCKG-F	Infinity	Westinghouse	\$73,000,000	
1996	WYSY-F	Infinity	Westinghouse	\$29,000,000	
1996	WIND, WOJO-F	Tichenor	Heftel		
1996	WPNT-F	Century	Evergreen	\$68,000,000	
1996	WSCR (820)	Westinghouse	Douglas	\$7,500,000	
1996	WYSY-F	Infinity	SBS	\$29,000,000	
1996	WAUR (Aurora)		Children's Radio	\$3,900,000	
1996	WEMG-F (Crete, IL)		George Flinn	\$2,500,000	
1997	WEJM	Evergreen	Douglas	\$7,500,000	
1997	WEJM-F	Evergreen	Crawford	\$14,700,000	
1997	WLIT-F	Viacom	Chancellor	\$125,000,000	
1997	WGCI-AF	Gannett	Chancellor	\$140,000,000	
1997	WLUP-F	Chancellor	Bonneville	\$90,000,000	
1997	WPNT-F	Chancellor	Bonneville	\$70,000,000	
1997	WVVX-F	Douglas	Odyssey	\$9,500,000	
	(103.1, Highland Park)				
1997	WJDK-F (103.1, Morris)		Odyssey	\$1,100,000	
1997	WEMG-F (102.3: Crete)		Crawford	\$1,800,000	
1997	WEJM	Douglas	One-on-One	\$10,000,000	
1997	WSBC (1240)			\$5,500,000	
1997	WCFJ		WSBC owner	\$425,000	
	(1470: Chicago Hts)				
1998	WLTH	P. Marshall		\$650,000	
1998	WLBK/WDEK-F		Big City	\$4,500,000	
1998	WAUR	Children's	Catholic		
1998	WLRT-F		Big City	\$5,000,000	
1998	WCBR-F	D. Peters	Big City		
1998	WYPA				
1998	WTAQ/WTAU	Lotus	Disney/ABC		
1998	WMVP	Chancellor	ABC/Disney	\$21,000,000	
1998	WWCA	Willis	Alliance	\$2,100,000	
1998	WKRS/WXLC	Spring	C.Devine/B. Buzil	\$4,300,000	
5/17/99	WYPA AM	Douglas	Catholic Radio Network	\$10,500,000	
9/15/99	WNDZ AM	Douglas Broadcasting	Z-Spanish		
1/11/00	WAUR AM	Catholic Radio Network	Saul Acquisition	\$4,400,000	
4/21/00	WNDZ AM	Z-Spanish	Entravision		
4/21/00	WRZA FM	Z-Spanish	Entravision		
4/21/00	WZCH FM	Z-Spanish	Entravision		
7/7/00	WAIT AM				
7/7/00	WAIT AM				
7/7/00	WAIT AM	Pride Communications	NextMedia		MVP
7/7/00	WIIL FM	Pride Communications	NextMedia		MVP
7/7/00	WJOL AM	Pride Communications	NextMedia		MVP
7/7/00	WJTW FM	Pride Communications	NextMedia		MVP
7/7/00	WKRS AM	Buzil & Devine	NextMedia	\$9,400,000	Star Media
7/7/00	WLIP AM	Pride Communications	NextMedia		MVP
7/7/00	WLLI FM	Pride Communications	NextMedia		MVP
7/7/00	WXLC FM	Buzil & Devine	NextMedia	\$9,400,000	Star Media
7/7/00	WZSR FM	Pride Communications	NextMedia		MVP
11/13/00	WXRT AM	CBS/Infinity	Salem		Stevens
11/13/00	WYPA AM	Catholic Family Radio	Newsweb Corp.	\$10,500,000	
11/29/00	WNIB FM, WNIZ FM	Northern Illinois Bcstg Co.	Bonneville		Bcstg Asset Mngmt
12/28/00	WKKD AM, WKKD FM	Stay Tuned Broadcasting Corp.	NextMedia	\$3,400,000	
1/31/01	WDDZ AM	ABC Inc.	Robert Jeffers	\$100,000	

Cincinnati

2000 ARB Rank:	26	2000 Revenue:	\$130,000,000	Manager's Market Ranking (current):	4.5
2000 MSA Rank:	33	Rev per Share Point:	\$1,633,166	Manager's Market Ranking (future):	4.5
2000 DMA Rank:	32	Population per Station:	73,091	22	
2000 Rev Rank:	20 of 173	2000 Revenue Change:	6.3%	Five-year revenue gain % (95-00):	64.1

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	79.2	90.2	100.2	111.9	122.3	130.0					
Yearly Growth Rate (95-00): 7.2% assigned											
Projected Revenue Estimates:											
Revenue per Capita:	41.47	46.74	51.92	57.39	62.08	65.59	135.8	146.6	157.4	168.1	179.6
Yearly Growth Rate (95-00): 6.0% assigned											
Projected Revenue per Capita:											
Resulting Revenue Estimate:							68.10	73.08	78.00	82.81	87.61
Revenue as % of Retail Sales:	0.0044	0.0048	0.0052	0.0053	0.0053	0.0052	142.2	153.5	164.8	176.0	188.0
Mean % (95-00) 0.0050											
Resulting Revenue Estimate:							132.4	139.8	147.2	154.6	162.0
MEAN REVENUE ESTIMATE:							136.8	146.6	156.5	166.2	176.5

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	1.910	1.930	1.930	1.950	1.970	1.982	1.994	2.006	2.018	2.030	2.050
Retail Sales (billions):	17.90	18.70	19.40	21.00	23.00	25.00	26.48	27.96	29.44	30.92	32.40

Market Profile

Below-the-Line Listening Shares:	5.5
Unlisted Station Listening:	14.9
Total Lost Listening:	20.4
Available Share Points:	79.6
Number of Viable Stations:	16.5
Average Share Points per Viable Station:	4.8
Rev. per Available Share Point:	\$1,633,166
Estimated Rev. for Mean Station:	\$7,839,197
Average HH Income:	\$49,321
Average Age:	35.6
Average Education:	11.6
Average Home Value:	\$70,800
Population Change (1999-2004):	3.0
Retail Sales Change (1999-2004):	34.4
Cable Penetration:	63.6
Number of Class B or C FMs:	10

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan.
WCIN does not participate.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$130,000,000	23.9	0.0052
Television	\$207,000,000	38.1	0.0083
Newspaper	\$178,000,000	32.8	0.0071
Outdoor	\$18,000,000	3.3	0.0007
Cable TV	\$10,000,000	1.8	0.0004
Media Totals:	\$543,000,000		0.0217

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: WCKY AM, WEBN FM, WKFS FM, WKRC AM, WLW AM, WOFX FM, WSAI AM, WVMX FM	\$70,936,000	54.6
2 CBS/Infinity: WAQZ FM, WGRR FM, WKRQ FM, WUBE FM	\$31,990,000	24.6
3 Susquehanna: WMOJ FM, WRRM FM	\$15,630,000	12.0
4 Radio One: WIZF FM	\$6,365,000	4.9
5 Salem: WBOB AM, WTSJ AM, WYGY FM	\$1,150,000	0.9
6 J4 Broadcasting: WCIN AM	\$540,000	0.4
7 Blue Chip Broadcasting: WDBZ AM	\$440,000	0.3
8 Vernon R. Baldwin, Inc.: WCNW AM, WNLT FM	\$370,000	0.3

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WLW AM	FS/T	\$26,550,000	20.4
2 WEBN FM	AOR	\$15,160,000	11.7
3 WUBE FM	C	\$12,860,000	9.9
4 WGRR FM	O	\$9,300,000	7.2
5 WRRM FM	SAC	\$8,700,000	6.7
6 WKRQ FM	CHR	\$8,570,000	6.6
7 WOFX FM	CL AOR	\$8,050,000	6.2
8 WVMX FM	AC/CHR	\$7,220,000	5.6
9 WMOJ FM	B/O	\$6,930,000	5.3
10 WIZF FM	B	\$5,925,000	4.6
11 WKRC AM	T	\$5,330,000	4.1
12 WKFS FM	CHR	\$4,356,000	3.4
13 WSAI AM	ST	\$2,570,000	2.0
14 WCKY AM	SPRTS	\$1,700,000	1.3
15 WAQZ FM	AOR-NR	\$1,260,000	1.0
16 WBOB AM	SPRTS	\$700,000	0.5
17 WCIN AM	B/O	\$540,000	0.4
18 WYGY FM	C	\$450,000	0.3
19 WDBZ AM	SPRTS	\$440,000	0.3
20 WNLT FM	REL-CC	\$370,000	0.3

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	85.7	\$107,975,000	(+9.0)
National:	14.3	\$18,062,000	(-3.8)

Note: Trade equals 3.8% of local. In 1999, it was 4.3%

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Machine Tools	Kroger 18	American Financial Group		Application Objects
Detergents	Procter & Gamble 31	Ashland Inc.		Lucrum
Automotive	Federated Dept. Stores 110	Cincinnati Financial		Next Dimension Studios
Engines	Cinergy 228	Cinergy		Synergistics
Chemicals	Ashland 234	Fifth Third Bancorp		Cleveland Medical Devices
Aircraft Engines	AK Steel Holding 372	Kroger		Cooperative Resource Services
	Fifth Third Bancorp 393	Procter & Gamble		Hyland Software
	American Financial Group 439	Provident Financial Group		Lisn
				Thermagon
				Express-Med
				M-E Cos.
				Meritage Technologies
				Progressive Medical
				Quick Solutions

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	85.9	<\$20: 20.5	12-to-24 21.4
Black:	12.9	\$20-\$49.9: 32.8	25-to-54 53.4
Amer. Indian:	0.1	\$50-\$99.9: 33.3	55-plus 25.2
Asian/Pac.Isl.:	1.1	\$100+: 13.4	Non High School Grad: 25.1
Hispanic: *	0.7		High School Grad: 31.7
			College 1-3 years: 23.4
			College 4+ years: 19.8

Viable Stations

WAQZ-FM	WBOB-AM	WCIN-AM	WCKY-AM
WDBZ-AM	WEBN-FM	WGRR-FM	WIZF-FM
WKFS-FM	WKRC-AM	WKRC-FM	WLW-AM
WMOJ-FM	WOFX-FM	WRRM-FM	WSAI-AM
WUBE-FM	WVMX-FM	WYGY-FM	

Competitive Media

Major Over the Air Television Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WLWT	Cincinnati	5	NBC	Hearst-Argyle	
WCPO-TV	Cincinnati	9	ABC	Scripps Howard	
WKRC-TV	Cincinnati	12	CBS	Clear Channel	
WXIX-TV	Newport, KY	19	FOX	Raycom	
WBQC-LP	Cincinnati	25	UPN/PAX	Block	
WCET	Cincinnati	48	PBS	Gr. Cincinnati	
WCVN	Covington, KY	54	PBS	KY ETV	
WSTR-TV	Cincinnati	64	WB	Sinclair	

Colleges and Universities

	(# of Students)
U. of Cincinnati	26,957
Miami U.: Oxford Campus	16,251
Northern Kentucky U.	11,262
Xavier U.	6,205
Cincinnati State Technical and CC	5,083
U. of Cincinnati: Raymond Walters Coll.	2,720
Miami U.: Hamilton Campus (and more)	2,600
Total Students (FT & PT)	78,415

Major Daily Newspapers

	AM	PM	Sun	Owner
The Cincinnati Enquirer	195,744		318,915	Gannett Co. Inc.
The Cincinnati Post		61,288		E W Scripps Co. (Scripps Howard)

Best Golf Courses

Coldstream CC, King's Island, Blue Ash, Vineyard, Comargo

Weather Data

Elevation:	761		
Annual Precipitation:	39.6 in.		
Annual Snowfall:	18.9 in.		
Average Windspeed:	7.1 (SW)		
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	39.8	86.6	64.6
Avg. Min. Temp:	24.3	65.8	45.1
Average Temp:	32.1	76.2	54.9

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade	Admin. Support/Clerical	Jul 91: 5.1%
2 Manufac., Durables	Professional	Jul 92: 5.6%
3 Manufac., Non-Durables	Exec., Admin. & Managerial	Jul 93: 5.4%
4 Health Svcs.	Sales	Jul 94: 4.8%
5 Educational Svcs.	Precis. Produc./Craft/Repair	All of 1995 4.2%
6 Fin., Ins. & Real Estate	Svc., Exclud. Protective & HH	All of 1996 4.2%
7 Other Prof. Svcs.	Machine Oprs., Fab., Assemb. & Inspec.	All of 1997 3.8%
8 Wholesale Trade	Handlers, Cleaners, Help., Laborers	All of 1998 3.4%
9 Construction	Transportation & Moving	All of 1999 3.5%
10 Business & Repair Svcs.	Technicians & Support	
Total Metro Employees		
Top 10 Total Employees		

Cincinnati

Major Radio Station Sales

Major Radio Station Sales Since 1989

Year	Calls	From	To	Price	(E)
1989	WBVE-F (Hamilton)	Reams	Entercom	\$5,850,000	Cancelled
1990	WBVE-F (Hamilton)	Sold by Reams		\$3,200,000	
1992	WZRZ-F (Hamilton)	Reams	American Media	\$3,200,000	
1992	WCIN	Sold by receiver		\$425,000	
1992	WOFX-F	Hooker	Heritage	\$3,000,000	(E)
1992	WMLX (Florence)	Sold by Hoker		\$175,000	
1993	WKRC	Great American	Jacor	\$1,600,000	
1993	WSAI	Sold by Booth		\$800,000	
1993	WAQZ-F (Milford)			\$2,000,000	
1994	WWNK-F	Secret	Citicasters	KBPI (Denver) + \$3.8 mil	
1994	WPPT-F	Federated	Jacor	\$9,500,000	
1994	WCKY (1530)	Federated	to WSAI, WAQZ owner	\$1,000,000	
1994	WUBE A/F, WYGY-F	American	Chancellor	\$27,000,000	(E)
1994	WIZF-F	Receivership		\$4,000,000	
1996	WKRQ-F	Citicasters	Jacor	\$28,900,000	
1996	WWNK-F	Citicasters	Jacor	\$16,600,000	
1996	WKYN (1160)		Chancellor	\$1,300,000	
1996	WGRR-F	Dalton	Tsunami	\$31,000,000	Cancelled
1996	WGRR-F	Dalton	Amer. Radio Sys.	\$30,000,000	
1996	WKRQ-F Traded	Jacor	Amer. Radio Sys.	Rochester stns + \$16.0 mil.	
1997	WVAE-F (+\$5.0 mil)	Traded by Heritage	Susquehanna	WGH/WVCL-F (Norfolk)	
1997	WTSJ (1050)	Guardian	Salem	\$1,000,000	
1997	WMMA-F (97.3: Lebanon, OH)		Amer. Radio Sys.	\$3,000,000	
1997	WGRR-F	Amer. Radio Sys.	CBS	\$52,000,000	
1997	WKRQ-F	Amer. Radio Sys.	CBS	\$56,000,000	
1997	WMMA-F	Amer. Radio Sys.	CBS	\$4,000,000	
1998	WNOP			\$500,000	
1998	WSAI/WAQZ-F/ WCKY (1360)	Reynolds	Jacor	\$1,800,000	
1998	WLW/WKRC/WKFS /WEBN/WOFX/WVMX/WSAI/ WCKY	Jacor	Clear Channel		
3/6/00	WUBE AM	AMFM	Blue Chip	AMFM/Clear Channel divestiture. Price NA	
3/6/00	WBOB AM	AMFM	Salem	AMFM/CCU divestiture. \$185,600,000	
3/6/00	WUBE FM	AMFM	CBS/Infinity	AMFM/CCU divestiture. \$1,400,000,000	
3/6/00	WYGY FM	AMFM	Salem	AMFM/CCU divestiture. \$185,600,000	
2/8/01	WIZF FM incl. WBLO-FM, bought by Blue Chip from New Albany	Blue Chip Broadcasting	Radio One		
3/26/01	WNOP AM	Main Street Communications	Catholic Radio Foundation of Greater Cincinnati		

2000 ARB Rank:	24	2000 Revenue:	\$118,100,000	Manager's Market Ranking (current):	4.0
2000 MSA Rank:	24	Rev per Share Point:	\$1,399,289	Manager's Market Ranking (future):	4.0
2000 DMA Rank:	15	Population per Station:	88,015	20	
2000 Rev Rank:	23 of 173	2000 Revenue Change:	9.7%	Five-year revenue gain % (95-00):	51.4

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	78.0	80.1	88.0	97.5	107.7	118.1					
Yearly Growth Rate (95-00): 6.5% assigned											
Projected Revenue Estimates:							123.4	132.0	142.6	155.4	165.6
Revenue per Capita:	35.14	35.92	39.46	43.92	48.51	53.29					
Yearly Growth Rate (95-00): 7.2% assigned											
Projected Revenue per Capita:							55.79	59.78	64.70	70.64	75.41
Resulting Revenue Estimate:							129.2	138.2	149.3	162.7	173.4
Revenue as % of Retail Sales:	0.0038	0.0037	0.0039	0.0041	0.0042	0.0043					
Mean % (95-00) 0.0040											
Resulting Revenue Estimate:							116.6	122.3	128.1	133.8	139.6
MEAN REVENUE ESTIMATE:							123.1	130.8	140.0	150.6	159.5

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	2.220	2.230	2.230	2.220	2.220	2.216	2.212	2.208	2.204	2.200	2.196
Retail Sales (billions):	20.80	21.40	22.60	23.80	25.70	27.70	29.14	30.58	32.02	33.46	34.90

Market Profile

Below-the-Line Listening Shares:	3.4
Unlisted Station Listening:	12.2
Total Lost Listening:	15.6
Available Share Points:	84.4
Number of Viable Stations:	16.5
Average Share Points per Viable Station:	5.1
Rev. per Available Share Point:	\$1,399,289
Estimated Rev. for Mean Station:	\$7,136,374
Average HH Income:	\$47,342
Average Age:	37.0
Average Education:	12.3
Average Home Value:	\$73,100
Population Change (1999-2004):	-0.9
Retail Sales Change (1999-2004):	30.2
Cable Penetration:	72.6
Number of Class B or C FMs:	12

Confidence Levels

2000 Revenue Estimates:
2001-to-2005 Revenue Estimates:

Comments: Market reports revenue to Miller, Kaplan. All except WABQ participate. Managers predict 6% to 7% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$118,100,000	21.4	0.0043
Television	\$204,500,000	37.0	0.0074
Newspaper	\$194,000,000	35.1	0.0070
Outdoor	\$20,000,000	3.6	0.0007
Cable TV	\$16,000,000	2.9	0.0006
Media Totals:	\$552,600,000		0.0199

Note: Use Newspaper and Outdoor estimates with caution. Split DMA with Akron and Canton. Allocations were made to those markets. Total TV revenue for DMA is estimated at \$285,500,000..

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: WAKS FM, WGAR FM, WMJI FM, WMMS FM, WMVX FM, WTAM AM	\$59,877,000	50.7
2 CBS/Infinity: WDOK FM, WNCX FM, WQAL FM, WZJM FM	\$31,561,000	26.7
3 Radio One: WENZ FM, WERE AM, WJMO AM, WZAK FM	\$15,471,000	13.1
4 Salem: WCCD AM, WCLV FM, WKNR AM, WRMR AM	\$7,455,000	6.3
5 Elyria-Lorain Bcstg Co.: WEOL AM, WKFM FM, WN WV FM	\$3,356,000	2.8
6 WABQ, Inc.: WABQ AM	\$300,000	0.3

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WMJI FM	O	\$17,775,000	15.1
2 WGAR FM	C	\$12,190,000	10.3
3 WDOK FM	SAC	\$10,426,000	8.8
4 WMVX FM	AC/CHR	\$9,940,000	8.4
5 WMMS FM	AOR-NR	\$9,260,000	7.8
6 WZAK FM	B	\$9,175,000	7.8
7 WTAM AM	N/T	\$9,120,000	7.7
8 WNCX FM	CL AOR	\$8,286,000	7.0
9 WQAL FM	AC/CHR	\$8,265,000	7.0
10 WZJM FM	B/O	\$4,584,000	3.9
11 WENZ FM	B	\$4,382,000	3.7
12 WN WV FM	J	\$3,356,000	2.8
13 WRMR AM	ST	\$2,724,000	2.3
14 WCLV FM	CL	\$2,681,000	2.3
15 WKNR AM	SPRTS	\$2,050,000	1.7
16 WAKS FM	CHR	\$1,592,000	1.3
17 WERE AM	N/T	\$1,047,000	0.9
18 WJMO AM	B/G	\$867,000	0.7
19 WABQ AM	B/G	\$300,000	0.3

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	75.9	\$89,380,000	(+12.4)
National:	24.1	\$28,341,000	(+1.7)

Cleveland

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Shipping/Port	TRW 114	Charter One Financial	IMG	
Steel	National City Corp. 210	Eaton	Jones, Day, Reavis & Pogue	
Auto	Eaton 213	KeyCorp	Marc Glassman	
Chemicals	KeyCorp 226	National City	MTD Products	
Machine Tools	Progressive 277	Parker-Hannifin	Nesco	
Pottery Products	Parker Hannifin 330	TRW	Swagelok	
	Sherwin-Williams 337		TravelCenters of America	
	OfficeMax 339			
	LTV 352			

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	79.6	<\$20: 22.1	12-to-24 19.2
Black:	18.7	\$20-\$49.9: 34.4	25-to-54 52.1
Amer. Indian:	0.2	\$50-\$99.9: 31.8	55-plus 28.6
Asian/Pac.Isl.:	1.5	\$100+: 11.7	Non High School Grad: 24.0
Hispanic: *	3.0		High School Grad: 33.4
			College 1-3 years: 23.8
			College 4+ years: 18.8

Viable Stations

WAKS-FM	WCLV-FM	WDOK-FM	WENZ-FM
WERE-AM	WGAR-FM	WJMO-AM	WKNR-AM
WMJI-FM	WMMS-FM	WMVX-FM	WNCX-FM
WNWV-FM	WQAL-FM	WRMR-AM	WTAM-AM
WZAK-FM	WZJM-FM		

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WKYC-TV	Cleveland	3	NBC	Gannett	
WEWS	Cleveland	5	ABC	Scripps Howard	
WJW	Cleveland	8	FOX	Fox	
WOIO	Shaker Heights	19	CBS	Raycom	
WVPX	Akron	23	PAX	Paxson	
WVIZ	Cleveland	25	PBS	ETV	
W35AX	Cleveland	35	S:WAOH	Media-Com	
WUAB	Lorain	43	UPN	Raycom	Raycom
WBNX-TV	Akron	55	WB	Winston	
WQHS	Cleveland	61	IND	USA	

Major Daily Newspapers

	AM	PM	Sun	Owner
The Plain Dealer	386,312		500,563	Advance Publications

Colleges and Universities

(# of Students)

Cuyahoga CC: Metropolitan Campus	18,415
Cleveland State U.	15,285
Cuyahoga CC: Western Campus	10,810
Case Western Reserve U.	9,391
Lorain County CC	7,020
Baldwin-Wallace Coll.	3,806
John Carroll U.	3,489
(and more)	
Total Students (FT & PT)	76,159

Best Golf Courses

Canterbury, Arcacia, Shaker Heights CC, Lakewood CC, Kirtland (Willoughby)

Weather Data

Elevation:	777		
Annual Precipitation:	34.2 in.		
Annual Snowfall:	51.5 in.		
Average Windspeed:	10.8 (S)		
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	33.4	81.6	58.5
Avg. Min. Temp:	20.3	61.2	40.8
Average Temp:	26.9	71.4	49.7

Employment Breakdowns

By Industry			By Occupation			Unemployment		
1 Manufac., Durables	167,334	16.43%	Admin. Support/Clerical	172,633	16.95%	Jul 90:	4.3%	
2 Retail Trade	165,376	16.24%	Professional	143,965	14.14%	Jul 91:	5.3%	
3 Health Svcs.	102,206	10.04%	Exec., Admin. & Managerial	128,102	12.58%	Jul 92:	6.5%	
4 Educational Svcs.	78,259	7.68%	Sales	121,907	11.97%	Jul 93:	6.2%	
5 Manufac., Non-Durables	68,493	6.73%	Precis. Produc./Craft/Repair	116,007	11.39%	Jul 94:	5.8%	
6 Other Prof. Svcs.	67,662	6.64%	Svc., Exclud. Protective & HH	106,411	10.45%	All of 1995	5.1%	
7 Fin., Ins. & Real Estate	65,769	6.46%	Machine Oprs., Fab., Assemb. & Inspec.	82,188	8.07%	All of 1996	5.2%	
8 Wholesale Trade	50,673	4.98%	Technicians & Support	40,341	3.96%	All of 1997	4.8%	
9 Construction	50,286	4.94%	Transportation & Moving	38,159	3.75%	All of 1998	4.4%	
10 Business & Repair Svcs.	46,255	4.54%	Handlers, Cleaners, Help., Laborers	38,110	3.74%	All of 1999	4.5%	
Total Metro Employees	1,018,397							
Top 10 Total Employees	862,313	84.67%						

Major Radio Station Sales

Major Radio Station Sales Since 1989

Year	Calls	From	To	Price	(E)
1989	WJMO, WRQC-F	United	TA/Shaw (cnclled)	\$7,000,000 (E)	
1989	WWWE		Booth	\$10,000,000 + WRMR	
1990	WMJI-F	Jacor	Legacy	\$20,000,000	(E)
1990	WGAR-AM		Douglas	\$500,000	
1992	WJMO A/F	United	Zapis	\$4,450,000	
1993	WHK, WMMS-F	Malrite	Shamrock	\$18,000,000	
1993	WMJI-F	Legacy	OmniAmerica	\$14,000,000	
1993	WERE, WNCX-F	Metroplex	Clear Channel	\$13,000,000	(E)
1993	WHK, WMMS-F	Shamrock	OmniAmerica	\$12,000,000	
1994	WRDZ	Sold by Hal Gore		\$1,500,000	
1995	WHK, WMJI-F, WMMS-F	OmniAmerica	Citicasters	\$74,000,000	(E)
					(Cancelled)
1996	WENZ-F	Ardman	Clear Channel	\$6,000,000	
1996	WMJI-F, WMMS-F	OmniAmerica	Nationwide	\$87,000,000	
1996	WHK	OmniAmerica	Salem	\$6,500,000	
1996	WTAM	Secret	SFX	\$14,000,000	Cancelled
1996	WLTF-F	Secret	SFX	\$38,000,000	Cancelled
1997	WTAM/WLTF-F	Secret	Jacor	\$44,900,000	
1997	WCCD (1000)	Guardian	Salem	\$1,000,000	
1997	WKNR		Jacor	\$8,400,000	
1997	WGAR-F	Nationwide	Jacor	\$40,000,000	
1997	WMJI-F	Nationwide	Jacor	\$46,000,000	
1997	WMMS-F	Nationwide	Jacor	\$26,000,000	
1998	WMIH		ABC/Disney	\$3,900,000	
1998	WKNR	Jacor	Capstar	WTAE, Pittsburgh	
1998	WZJM-F	Zapis	Chancellor	\$27,700,000	
1998	WDOK-F	Embrescia	Chancellor	\$71,600,000	
1998	WZAK-F	Zapis	Chancellor	\$89,300,000	
1998	WQAL-F	Fairfield/ML	Chancellor	\$68,500,000	
1998	WJMO	Zapis	Chancellor	\$3,200,000	
1998	WRMR	Embrescia	Chancellor	\$8,800,000	
1998	WZLE-F (Lorain)	V. Baldwin	Jacor	\$8,000,000	
1998	WMMS-F/WTAM/WMVX-F/ WZLE-F/WMJI-F/WGAR-F	Jacor	Clear Channel		
2/11/99	WENZ FM	Clear Channel	Radio One	with WERE: \$20,000,000	
2/11/99	WERE AM	Clear Channel	Radio One	with WENZ-F: \$20,000,000	
2/11/99	WNCX FM	Clear Channel	CBS/Infinity	Group: \$122,500,000	
3/6/00	WKNR AM, WRMR AM	AMFM	Salem	AMFM/CCU divestiture. Group deal: \$185,600,000	
3/6/00	WDOK FM, WQAL FM, WZJM FM	AMFM	CBS/Infinity	AMFM/CCU spins Group deal: \$1,400,000,000	
3/13/00	WJMO AM, WZAK FM	AMFM	Radio One	AMFM/CCU spins Group deal: price NA	
11/2/00	WAKS FM	Clear Channel	Radio Seaway, Inc.		Media Svcs
11/2/00	WCLV FM	Radio Seaway, Inc.	Salem		Media Svcs
11/2/00	WHK AM	Salem	Radio Seaway, Inc.		Media Svcs
9/13/00	WCLE AM	Randall W. Sliger	East Tennessee Radio Group	\$2,000,000	

Colorado Springs

2000 ARB Rank:	94	2000 Revenue:	\$25,300,000	Manager's Market Ranking (current):	2.9	
2000 MSA Rank:	102	Rev per Share Point:	\$344,218	Manager's Market Ranking (future) :	3.1	
2000 DMA Rank:	92 (w/Pueblo)	Population per Station:	22,506	18	Five-year revenue gain % (95-00):	75.7
2000 Rev Rank:	79 of 173	2000 Revenue Change:	11.5%			

Revenue History and Projections

	Radio Revenue History					Radio Revenue Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	14.4	16.3	18.0	19.7	22.7	25.3					
Yearly Growth Rate (95-00): 7.7% assigned											
Projected Revenue Estimates:							27.3	29.5	31.3	33.2	36.1
Revenue per Capita:	30.44	34.17	36.96	39.80	44.60	48.84					
Yearly Growth Rate (95-00): 5.8% assigned											
Projected Revenue per Capita:							51.80	55.04	57.43	59.82	64.01
Resulting Revenue Estimate:							28.6	30.9	32.8	34.8	37.8
Revenue as % of Retail Sales:	0.0032	0.0033	0.0033	0.0034	0.0035	0.0037					
Mean % (95-00) 0.0034											
Resulting Revenue Estimate:							24.8	26.0	27.3	28.6	29.9
MEAN REVENUE ESTIMATE:							26.9	28.8	30.5	32.2	34.6

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.473	0.477	0.487	0.495	0.509	0.518	0.527	0.536	0.545	0.555	0.564
Retail Sales (billions):	4.50	4.90	5.40	5.80	6.40	6.90	7.28	7.66	8.04	8.42	8.80

Market Profile

Below-the-Line Listening Shares:	11.0
Unlisted Station Listening:	15.5
Total Lost Listening:	26.5
Available Share Points:	73.5
Number of Viable Stations:	11.5
Average Share Points per Viable Station:	6.4
Rev. per Available Share Point:	\$344,218
Estimated Rev. for Mean Station:	\$2,202,995
Average HH Income:	\$41,856
Average Age:	33.5
Average Education:	13.3
Average Home Value:	\$81,700
Population Change (1999-2004):	9.0
Retail Sales Change (1999-2004):	31.6
Cable Penetration:	67.7
Number of Class B or C FMs:	9

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports to Miller, Kaplan. KCMN is the only station which does not cooperate. I finally got some good data for this market. Pleased to say that I was less than a million off in past years, with virtually no data. Managers predict 8% to 10% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$25,300,000	23.4	0.0037
Television	\$39,200,000	36.2	0.0057
Newspaper	\$39,000,000	36.0	0.0057
Outdoor	\$4,700,000	4.3	0.0007
Cable TV			
Media Totals:	\$108,200,000		0.0157

Note: Use Newspaper and Outdoor estimates with caution. Split DMA with Pueblo. TV revenue is estimate of Colorado Springs' share. Total TV revenue for DMA is estimated at \$50,000,000.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Citadel: KKFM FM, KKMG FM, KSPZ FM, KTWK AM, KVOR AM	\$11,670,000	46.1
2 Bahakel: KILO FM, KYZX FM	\$4,120,000	16.3
3 Clear Channel: KKLI FM, KMOM FM, KVUU FM	\$3,817,000	15.1
4 Walton Stations: KKCS FM, KKCS AM	\$3,580,000	14.2
5 Optima Communications, Inc.: KSKX FM	\$780,000	3.1
6 Pikes Peak Broadcasting Co.: KRDO FM, KRDO AM	\$647,000	2.6
7 Salem: KBIQ FM, KGFT FM	\$380,000	1.5
8 KLZ Radio, Inc.: KCBR AM, KCMN AM	\$170,000	0.7

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KKMG FM	CHR	\$4,400,000	17.4
2 KKFM FM	CL AOR	\$3,600,000	14.2
3 KKCS FM	C	\$3,400,000	13.4
4 KILO FM	AOR	\$2,580,000	10.2
5 KVUU FM	AC/NR	\$2,020,000	8.0
6 KSPZ FM	O	\$1,920,000	7.6
7 KVOR AA	ST	\$1,750,000	6.9
8 KKLI FM	SAC	\$1,640,000	6.5
9 KYZX FM	CL AOR	\$1,540,000	6.1
10 KSKX FM	J	\$780,000	3.1
11 KRDO FM	AC	\$500,000	2.0
12 KBIQ FF	REL-CC	\$380,000	1.5
13 KKCS AM	T	\$180,000	0.7
14 KCMN AM	ST	\$170,000	0.7
15 KMOM FM	CL AOR	\$157,000	0.6
16 KRDO AM	SPRTS	\$147,000	0.6

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	55.4	\$13,983,000	(+14.1)
National:	28.0	\$4,248,000	(+21.1)
Regional:	16.8	\$7,085,000	(+1.9)

NOTE: KCCY-F, Pueblo is a factor in Colorado Springs and might pull as much as \$1 million out of the market.

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Military High Tech Construction Electronics				

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	87.7	<\$20: 17.4	12-to-24 23.0
Black:	7.8	\$20-\$49.9: 38.2	25-to-54 57.8
Amer. Indian:	0.9	\$50-\$99.9: 33.1	55-plus 19.2
Asian/Pac.Isl.:	3.6	\$100+: 11.3	Non High School Grad: 11.4
Hispanic: *	11.1		High School Grad: 25.4
			College 1-3 years: 36.7
			College 4+ years: 26.5

Viable Stations

KBIQ-FF	KILO-FM	KKCS-FM	KKFM-FM
KKLI-FM	KKMG-FM	KRDO-FM	KSKX-FM
KSPZ-FM	KVOR-AA	KVUU-FM	KYZX-FM

Colleges and Universities

	(# of Students)
Pikes Peak CC	8,015
U. of Colorado at Colorado Springs	6,278
Pueblo CC	4,216
U. of Southern Colorado	4,184
Colorado Coll.	1,978
Colorado Technical U.	1,793
Blair Junior Coll.	300
Technical Trades Inst.	199
Total Students (FT & PT)	26,963

Best Golf Courses

Broadmoor, Air Force Academy (Blue)

Weather Data

Elevation:	6145
Annual Precipitation:	14.7 in.
Annual Snowfall:	39.4 in.
Average Windspeed:	10.4 (NNE)
	TOTAL YR.
Avg. Max. Temp:	JAN 41.0 JUL 84.4 61.4
Avg. Min. Temp:	16.1 57.0 35.4
Average Temp:	28.6 70.7 48.4

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KOAA-TV	Pueblo	5	NBC	Cordillera	
KTSC	Pueblo	8	PBS	Rocky Mtn.	
KKTV	Colorado Springs	11	CBS	Benedek	
KRDO-TV	Colorado Springs	13	ABC	Pikes Peak	
KXRM-TV	Colorado Springs	21	FOX	Raycom	
K49CJ	Colorado Springs	49	TEL	Telemundo	
KWHS-LP	Colorado Springs	51	IND/WB	LeSea	
KXTU-LP	Colorado Springs	57	UPN	Raycom	

Major Daily Newspapers

	AM	PM	Sun	Owner
The Gazette	93,883		114,830	Freedom Comms. Inc.

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade 41,927 18.62%	Professional 38,170 16.95%	All of 1995 4.6%
2 Manufac., Durables 29,328 13.03%	Admin. Support/Clerical 36,492 16.21%	All of 1996 4.6%
3 Other Prof. Svcs. 20,560 9.13%	Exec., Admin. & Managerial 31,802 14.12%	All of 1997 3.6%
4 Educational Svcs. 19,202 8.53%	Sales 28,503 12.66%	All of 1998 4.5%
5 Health Svcs. 17,388 7.72%	Svc., Exclud. Protective & HH 27,744 12.32%	All of 1999 3.3%
6 Fin., Ins. & Real Estate 15,629 6.94%	Precis. Produc./Craft/Repair 22,003 9.77%	
7 Business & Repair Svcs. 13,222 5.87%	Machine Oprs., Fab., Assemb. & Inspec. 10,198 4.53%	
8 Public Administration 12,807 5.69%	Technicians & Support 10,019 4.45%	
9 Construction 12,301 5.46%	Transportation & Moving 6,615 2.94%	
10 Personal Svcs. 9,566 4.25%	Handlers, Cleaners, Help., Laborers 6,288 2.79%	
Total Metro Employees 225,162		
Top 10 Total Employees 191,930 85.24%		

Major Radio Station Sales

Major Radio Station Sales Since 1992

Year	Calls	From	To	Price	(E)
1992	KSSS, KVUU-F		Dick	\$1,210,000	
1992	KATM-F (Pueblo)	Surrey	Salem	\$950,000	
1992	KSSS, KVUU-F	Dick	Terry Robinson	\$1,476,000	
1994	KKMG-F (Pueblo)		Citadel	\$913,000	
1995	KTWK, KVOR-F, KSPZ-F	Pourtales	Triathlon	\$9,700,000	(E)
1996	KIKX-F		Salem	\$2,825,000	
1996	KKLI-F	Tippie	Citadel	\$3,800,000	
1998	KWYD			\$450,000	
1998	KVUU-F	Triathlon	Capstar	\$5,700,000	
1998	KSPZ-F	Triathlon	Capstar	\$9,900,000	
1998	KTWK	Triathlon	Capstar	\$900,000	
1998	KVOR	Triathlon	Capstar	\$2,800,000	
1998	KCMN/KCBR			\$750,000	
3/5/99	KKLI FM	Citadel	Capstar	Col. Spgs + Spokane	
3/5/99	KSPZ FM	Capstar	Citadel	Gp: KKLI-F + \$10,000,000	
3/5/99	KTWK AM	Capstar	Citadel	Gp: KKLI-F + \$10,000,000	
3/5/99	KVOR AM	Capstar	Citadel	Gp: KKLI-F + \$10,000,000	
3/5/99	KVUU FM	Capstar	Trust		
11/29/99	KXRE AM	PolarComm Corp.	Council Tree Commun. V	With KAVA; KSBS-TV: \$3,900,000	
1/31/00	KPRZ FM	Salem	AMFM	KPRZ + \$7,500,000 for KSKY Dallas	

Columbia, SC

2000 ARB Rank:	89	2000 Revenue:	\$30,200,000	Manager's Market Ranking (current):	3.5
2000 MSA Rank:	100	Rev per Share Point:	\$354,045	Manager's Market Ranking (future) :	3.4
2000 DMA Rank:	85	Population per Station:	22,979		
2000 Rev Rank:	69 of 173	2000 Revenue Change:	11.4%	Five-year revenue gain % (95-00):	55.7

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	19.4	21.8	23.9	26.0	27.1	30.2					
Yearly Growth Rate (95-00): 6.4% assigned											
Projected Revenue Estimates:							32.0	34.3	37.3	40.3	43.1
Revenue per Capita:	39.27	44.31	47.33	50.39	52.32	57.52					
Yearly Growth Rate (95-00): 5.3% assigned											
Projected Revenue per Capita:							60.15	63.64	68.32	73.01	77.10
Resulting Revenue Estimate:							33.5	35.9	39.1	42.2	45.1
Revenue as % of Retail Sales:	0.0038	0.0040	0.0043	0.0043	0.0040	0.0042					
Mean % (95-00) 0.0041											
Resulting Revenue Estimate:							31.3	33.1	34.9	36.7	38.5
MEAN REVENUE ESTIMATE:							32.3	34.4	37.1	39.7	42.3

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.494	0.492	0.505	0.516	0.518	0.525	0.532	0.539	0.546	0.552	0.559
Retail Sales (billions):	5.10	5.40	5.60	6.10	6.70	7.20	7.64	8.08	8.52	8.96	9.40

Market Profile

Below-the-Line Listening Shares:	0.0
Unlisted Station Listening:	14.7
Total Lost Listening:	14.7
Available Share Points:	85.3
Number of Viable Stations:	14.5
Average Share Points per Viable Station:	5.9
Rev. per Available Share Point:	\$354,045
Estimated Rev. for Mean Station:	\$2,088,866
Average HH Income:	\$45,024
Average Age:	34.9
Average Education:	12.7
Average Home Value:	\$72,600
Population Change (1999-2004):	6.6
Retail Sales Change (1999-2004):	33.7
Cable Penetration:	61.1
Number of Class B or C FMs:	4

Confidence Levels

2000 Revenue Estimates:
2001-to-2005 Revenue Estimates:

Comments: Market reports revenue to Miller, Kaplan.
WFMV-F and WTGH do not participate.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$30,200,000	22.1	0.0042
Television	\$48,000,000	35.1	0.0067
Newspaper	\$50,000,000	36.6	0.0069
Outdoor	\$5,000,000	3.7	0.0007
Cable TV	\$3,400,000	2.5	0.0005
Media Totals:	\$136,600,000		0.0190

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: WCOS FM, WCOS AM, WLTY FM, WNOK FM, WSCQ FM, WVOC AM	\$13,400,000	44.4
2 Inner City: WARQ FM, WMFX FM, WOIC AM, WWDM FM	\$8,015,000	26.5
3 Citadel: WISW AM, WLXC FM, WOMG FM, WTCB FM	\$6,920,000	22.9
4 Rainbow Radio: WHXT FM, WZMJ FM	\$1,160,000	3.8
5 Glory Communications, Inc.: WFMV FM, WLJI FM	\$580,000	1.9
6 Midland Communications Co.: WTGH AM	\$150,000	0.5

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WCOS FM	C	\$4,860,000	16.1
2 WNOK FM	CHR	\$4,850,000	16.1
3 WWDM FM	B	\$3,560,000	11.8
4 WTCB FM	AC	\$3,400,000	11.3
5 WMFX FM	CL AOR	\$2,830,000	9.4
6 WVOC AM	N/T	\$2,040,000	6.8
7 WOMG FM	O	\$1,680,000	5.6
8 WARQ FM	AOR-NR	\$1,500,000	5.0
9 WHXT FF	B	\$1,160,000	3.8
10 WLXC FM	B/AC	\$950,000	3.1
11 WISW AM	ST	\$890,000	2.9
12 WLTY FM	SAC	\$850,000	2.8
13 WSCQ FM	B/O	\$600,000	2.0
14 WFMV FM	B/G	\$580,000	1.9
15 WCOS AM	SPRTS	\$200,000	0.7
16 WTGH AM	B/G	\$150,000	0.5
17 WOIC AM	B/O	\$125,000	0.4

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	84.5	\$24,890,000	(+8.1)
National:	15.5	\$4,559,000	(+4.9)

Note: Trade equals 2.1% of local. It was 2.3% in both 1999 and 1998.

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Government	Scana	474	Scana	
Military	AFLAC	193		
Textiles				
Agribusiness				

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	68.6	<\$20: 19.7	12-to-24 23.7
Black:	29.6	\$20-\$49.9: 37.1	25-to-54 55.7
Amer. Indian:	0.3	\$50-\$99.9: 32.5	55-plus 20.6
Asian/Pac.Isl.:	1.6	\$100+: 10.7	Non High School Grad: 20.9
Hispanic: *	2.1		High School Grad: 26.3
			College 1-3 years: 27.0
			College 4+ years: 25.7

Viable Stations

WARQ-FM	WCOS-AM	WCOS-FM	WFMV-FM
WHXT-FF	WISW-AM	WLTY-FM	WLXC-FM
WMFX-FM	WNOK-FM	WOMG-FM	WSCQ-FM
WTCB-FM	WVOC-AM	WVOC-FM	

Colleges and Universities

	(# of Students)
U. of South Carolina	23,515
Midlands Technical Coll.	9,468
South Carolina State U.	4,467
Benedict Coll.	2,235
Central Carolina Technical Coll.	2,050
Orangeburg-Calhoun Technical Coll.	1,695
Columbia Coll.	1,373
(and more)	
Total Students (FT & PT)	49,850

Best Golf Courses

Timberlake

Weather Data

NO WEATHER DATA AVAILABLE.

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WIS-TV	Columbia	10	NBC	Cosmos	
WLTX	Columbia	19	CBS	Gannett	
WOLO-TV	Columbia	25	ABC	Bahakel	
WRLK-TV	Columbia	35	PBS	SC ETV	
WACH	Columbia	57	FOX	Raycom	
WQHB	Sumter	63	UPN/WB	Dove	

Major Daily Newspapers

	AM	PM	Sun	Owner
The State	118,298		156,893	Knight Ridder

Employment Breakdowns

By Industry			By Occupation			Unemployment		
1 Retail Trade	41,417	15.57%	Admin. Support/Clerical	46,337	17.42%	Jul 90:		3.8%
2 Educational Svcs.	25,699	9.66%	Professional	42,126	15.83%	Jul 91:		4.2%
3 Health Svcs.	24,585	9.24%	Exec., Admin. & Managerial	37,324	14.03%	Jul 92:		4.9%
4 Fin., Ins. & Real Estate	24,204	9.10%	Sales	33,550	12.61%	Jul 93:		5.4%
5 Public Administration	22,017	8.28%	Precis. Produc./Craft/Repair	28,179	10.59%	Jul 94:		4.3%
6 Other Prof. Svcs.	18,579	6.98%	Svc., Exclud. Protective & HH	25,546	9.60%	All of 1995		3.3%
7 Construction	18,545	6.97%	Machine Oprs., Fab., Assemb. & Inspec.	13,663	5.14%	All of 1996		3.7%
8 Manufac., Non-Durables	17,307	6.51%	Technicians & Support	11,645	4.38%	All of 1997		2.7%
9 Manufac., Durables	16,918	6.36%	Transportation & Moving	8,940	3.36%	All of 1998		2.0%
10 Business & Repair Svcs.	12,876	4.84%	Handlers, Cleaners, Help., Laborers	7,988	3.00%	All of 1999		2.5%
Total Metro Employees	266,033							
Top 10 Total Employees	222,147	83.50%						

Major Radio Station Sales

Major Radio Station Sales Since 1993

Year	Calls	From	To	Price	(E)
1993	WCOS A/F	Ragan Henry	Benchmark	\$9,600,000	
1993	WHKZ-F		Benchmark	\$2,700,000	
1993	WMFX-F		Taken over by Pitt.Nat./Haehnie	\$4,500,000	
1993	WOIC, WNOK-F	Voyager	to Hicks, Muse, Weber	\$4,800,000	
1994	WOIC, WNOK-F		WMFX-F owner	\$5,000,000	
1994	WVOC		Benchmark	\$2,500,000	
1994	WOMG A/F	John Price	Bloomington	\$3,000,000	
1996	WARQ-F	Radio Equity	Clear Channel	\$3,000,000	
1996	WVOC	Radio Equity	Clear Channel	\$17,500,000	
1996	WVOC		Benchmark	\$4,100,000	
1996	WCOS-AF	Benchmark	Capstar	\$14,000,000	
1996	WHKZ-F	Benchmark	Capstar	\$3,500,000	
1996	WVOC	Benchmark	Capstar	\$3,800,000	
1996	WVOC	Benchmark	Capstar	\$4,500,000	
1996	WVOC	Benchmark	Capstar	\$4,500,000	
1997	WOIC/WMFX-F		Clear Channel	\$5,500,000	
1997	WNOK-F		Capstar	\$9,300,000	
1998	WISW/WOMG-F/WTCB-F	Bloomington	Mgmt. Grp.	Group: \$66,812,850	
1998	WDXZ-F (106.3)		GHB	\$500,000	
1998	WKWQ-F		Rainbow	\$3,400,000 (w/WKSO)	
1998	WLGO			\$200,000	
3/10/99	WLXC FM		Bloomington	\$3,200,000	
3/18/99	WDXZ FM	GHB Broadcasting Co.	Douglas Sutton	\$300,000	
8/26/99	WCTG AM	Lighthouse Broadcasting	Alliance Broadcasting Group	\$850,000	
1/23/00	WISW AM	Bloomington	Citadel	Group purchase: \$176,000,000	
1/23/00	WLXC FM	Bloomington	Citadel	Group purchase: \$176,000,000	
1/23/00	WOMG FM	Bloomington	Citadel	Group purchase: \$176,000,000	
1/23/00	WTCB FM	Bloomington	Citadel	Group purchase: \$176,000,000	
3/9/00	WOIC AM, WARQ FM, WMFX FM, WVOC FM		Clear Channel	Inner City AMFM/CCU	
				divestiture. Group transaction	

Columbus, GA

2000 ARB Rank:	169	2000 Revenue:	\$11,800,000	Manager's Market Ranking (current):	2.7
2000 MSA Rank:	174	Rev per Share Point:	\$141,317	Manager's Market Ranking (future):	3.0
2000 DMA Rank:	128	Population per Station:	13,460	15	
2000 Rev Rank:	149 of 173	2000 Revenue Change:	13.5%	Five-year revenue gain % (95-00):	38.8

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	8.5	9.0	9.6	10.5	10.4	11.8					
Yearly Growth Rate (95-00): 5.8% assigned											
Projected Revenue Estimates:											
Revenue per Capita:	30.69	32.97	35.69	38.75	38.66	43.87	12.4	13.3	14.3	15.5	16.9
Yearly Growth Rate (95-00): 5.1% assigned											
Projected Revenue per Capita:							46.10	49.44	53.16	58.05	63.30
Resulting Revenue Estimate:							13.0	13.9	15.0	16.2	17.7
Revenue as % of Retail Sales:	0.0035	0.0036	0.0037	0.0038	0.0035	0.0038					
Mean % (95-00) 0.0037											
Resulting Revenue Estimate:							12.0	12.5	13.0	13.5	14.1
MEAN REVENUE ESTIMATE:							12.5	13.2	14.1	15.1	16.2

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.277	0.273	0.269	0.271	0.269	0.269	0.269	0.269	0.269	0.267	0.267
Retail Sales (billions):	2.40	2.50	2.60	2.80	3.00	3.10	3.24	3.38	3.52	3.66	3.80

Market Profile

Below-the-Line Listening Shares:	7.7
Unlisted Station Listening:	8.8
Total Lost Listening:	16.5
Available Share Points:	83.5
Number of Viable Stations:	12.5
Average Share Points per Viable Station:	6.7
Rev. per Available Share Point:	\$141,317
Estimated Rev. for Mean Station:	\$946,824
Average HH Income:	\$33,048
Average Age:	32.4
Average Education:	11.8
Average Home Value:	\$56,300
Population Change (1999-2004):	-0.7
Retail Sales Change (1999-2004):	22.0
Cable Penetration:	74.0
Number of Class B or C FMs:	4

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. All but WEAM cooperate. I believe this is a new market for Miller, Kaplan.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$11,800,000	16.5	0.0038
Television	\$28,000,000	39.1	0.0090
Newspaper	\$26,500,000	37.0	0.0085
Outdoor	\$2,700,000	3.8	0.0009
Cable TV	\$2,600,000	3.6	0.0008
Media Totals:	\$71,600,000		0.0231

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel (incl LMAs from Cumulus): WAGH FM, WBFA FM, WDAK AM, WGSY FM, WMLF AM, WPNX AM, WSTH FM, WVRK FM	\$5,862,000	49.7
2 McClure Broadcasting: WCGQ FM, WKNF FM, WRCG AM	\$3,300,000	28.0
3 Davis Broadcasting, Inc.: WEAM AM, WFXE FM, WKZJ FM, WOKS AM	\$2,750,000	23.3
4 Pearce Broadcasting Co., Inc.: WRLD FM	\$340,000	2.9

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WFXE FM	B	\$1,700,000	14.4
2 WVRK FM	AOR	\$1,670,000	14.2
3 WKNF FM	C	\$1,150,000	9.7
4 WCGQ FM	AC/CHR	\$1,100,000	9.3
5 WAGH FM	B/AC	\$1,090,000	9.2
6 WSTH FM	C	\$1,090,000	9.2
7 WGSY FM	AC	\$900,000	7.6
8 WBFA FM	CHR	\$752,000	6.4
9 WRCG AM	T	\$710,000	6.0
10 WOKS AM	B/O	\$410,000	3.5
11 WKZJ FM	B/AC	\$400,000	3.4
12 WRLD FM	O	\$340,000	2.9
13 WEAM AM	REL	\$240,000	2.0
14 WDAK AM	SPRTS	\$160,000	1.4
15 WPNX AM	G	\$125,000	1.1
16 WMLF AM	ST	\$75,000	0.6

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	85.7	\$9,904,000	(+16.1)
National:	14.3	\$1,653,000	(+10.5)

NOTE: Clear Channel's market-revenue total includes the following stations LMA'd from Cumulus: WAGH FM, WGSY FM, WDAK AM, WPNX AM, WMLF AM and WVRK FM.

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Textiles Food Products Military Machinery		AFLAC American Electric Power Cardinal Health Huntington Bancshares Limited, Inc. Nationwide Fncl. Svcs. Synovus Financial	Georgia Crown Distributing	

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	56.7	<\$20: 27.3	12-to-24 24.9
Black:	40.9	\$20-\$49.9: 37.4	25-to-54 51.3
Amer. Indian:	0.4	\$50-\$99.9: 27.0	55-plus 23.8
Asian/Pac.Isl.:	2.1	\$100+: 8.3	Non High School Grad: 30.5
Hispanic: *	5.1		High School Grad: 30.2
			College 1-3 years: 23.9
			College 4+ years: 15.3

Viable Stations

WAGH-FM	WBFA-FM	WCGQ-FM	WDAK-AM
WEAM-AM	WFEX-FM	WGSY-FM	WKCN-FM
WKZJ-FM	WOKS-AM	WRCG-AM	WRLD-FM
WSTH-FM	WVRK-FM		

Colleges and Universities

	(# of Students)
Columbus State U.	5,122
Central Alabama CC	1,609
Chattahoochee Valley CC	1,546
Columbus Technical Inst.	1,540
Total Students (FT & PT)	9,817

Weather Data

NO WEATHER DATA AVAILABLE.

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WRBL	Columbus	3	CBS	Media Gen'l	
WTVM	Columbus	9	ABC	Raycom	
WCGT-LP	Columbus	16	UPN	McClure	
WJSP-TV	Warm Springs	28	PBS	GA PTV	
WLTZ	Columbus	38	NBC	Lewis	
WXTX-TV	Columbus	54	FOX	Fisher	
WSWS	Opelika, AL	66	UPN	Pappas	

Major Daily Newspapers

	AM	PM	Sun	Owner
Columbus Ledger-Enquirer	47,763		64,858	Knight Ridder

Employment Breakdowns

By Industry			By Occupation			Unemployment		
1 Retail Trade	18,937	17.57%	Admin. Support/Clerical	16,626	15.43%	All of 1995		6.0%
2 Manufac., Non-Durables	13,096	12.15%	Professional	13,338	12.38%	All of 1996		5.1%
3 Health Svcs.	10,022	9.30%	Precis. Produc./Craft/Repair	13,268	12.31%	All of 1997		4.9%
4 Educational Svcs.	8,819	8.18%	Sales	12,934	12.00%	All of 1998		4.7%
5 Manufac., Durables	8,654	8.03%	Svc., Exclud. Protective & HH	12,876	11.95%	All of 1999		5.1%
6 Fin., Ins. & Real Estate	8,489	7.88%	Exec., Admin. & Managerial	11,600	10.76%			
7 Public Administration	7,779	7.22%	Machine Oprs., Fab., Assemb. & Inspec.	9,648	8.95%			
8 Construction	6,905	6.41%	Transportation & Moving	4,809	4.46%			
9 Other Prof. Svcs.	4,926	4.57%	Handlers, Cleaners, Help., Laborers	4,725	4.38%			
10 Business & Repair Svcs.	4,376	4.06%	Technicians & Support	3,578	3.32%			
Total Metro Employees	107,767							
Top 10 Total Employees	92,003	85.37%						

Major Radio Station Sales

Major Radio Station Sales Since 1996

Year	Calls	From	To	Price	(E)
1996	WGSY-F	Woodfin	to WPNX, WVRK owner	\$2,000,000	
1997	WAGH-F		WPNX/WGSY-F/WVRK-F owner		
1997	WKZJ-F		Davis	\$450,000	
1997	WPNX, WMLF, WAGH-F, WGSY-F, WVRK-F		Cumulus	\$14,500,000	
1998	WDAK/WSTH-F	Solar	Cumulus	\$4,500,000	
7/25/00	WAGH FM, WBFA FM, WDAK AM, WGSY FM, WMLF AM, WPNX AM, WSTH FM, WVRK FM	Cumulus	Clear Channel		
12/27/00	WEAM AM	GHB Broadcasting Co.	Davis Broadcasting, Inc.	\$400,000	

Columbus, OH

2000 ARB Rank:	34	2000 Revenue:	\$96,400,000	Manager's Market Ranking (current):	4.1	
2000 MSA Rank:	41	Rev per Share Point:	\$1,151,732	Manager's Market Ranking (future) :	4.2	
2000 DMA Rank:	34	Population per Station:	48,723	26	Five-year revenue gain % (95-00):	58.0
2000 Rev Rank:	28 of 173	2000 Revenue Change:	7.1%			

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	61.0	66.5	75.8	84.8	90.0	96.4					
Yearly Growth Rate (95-00): 7.3% assigned											
Projected Revenue Estimates:							101.2	108.3	117.5	128.0	138.5
Revenue per Capita:	42.07	45.86	51.92	57.30	60.00	63.67					
Yearly Growth Rate (95-00): 6.6% assigned											
Projected Revenue per Capita:							66.23	70.23	75.51	81.53	87.44
Resulting Revenue Estimate:							106.0	113.4	123.0	134.0	145.0
Revenue as % of Retail Sales:	0.0036	0.0036	0.0039	0.0041	0.0039	0.0040					
Mean % (95-00) 0.0039											
Resulting Revenue Estimate:							101.9	109.0	116.1	123.2	130.3
MEAN REVENUE ESTIMATE:							103.0	110.2	118.9	128.4	137.9

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	1.450	1.450	1.460	1.480	1.500	1.514	1.528	1.542	1.556	1.570	1.584
Retail Sales (billions):	17.00	18.60	19.50	20.70	22.90	24.30	26.12	27.94	29.76	31.58	33.40

Market Profile

Below-the-Line Listening Shares:	1.5
Unlisted Station Listening:	14.8
Total Lost Listening:	16.3
Available Share Points:	83.7
Number of Viable Stations:	18.5
Average Share Points per Viable Station:	4.5
Rev. per Available Share Point:	\$1,151,732
Estimated Rev. for Mean Station:	\$5,182,794
Average HH Income:	\$50,191
Average Age:	35.6
Average Education:	12.3
Average Home Value:	\$72,200
Population Change (1999-2004):	4.7
Retail Sales Change (1999-2004):	37.9
Cable Penetration:	68.0
Number of Class B or C FMs:	8

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: WCOL FM, WFII AM, WFJX FM, WNCI FM, WTVN AM	\$34,910,000	36.2
2 CBS/Infinity: WAZU FM, WHOK FM, WLQV FM	\$19,200,000	19.9
3 Saga: WSNY FM, WVKO AM	\$13,559,000	14.1
4 North American Broadcasting: WBZX FM, WEGE FM, WMNI AM	\$8,860,000	9.2
5 Radio One: WCKX FM, WJYD FM, WXMG FM	\$8,830,000	9.2
6 Radio Ohio, Inc.: WBNS FM, WBNS AM	\$6,650,000	6.9
7 Ingleside Radio, Inc.: WWCD FM	\$2,000,000	2.1
8 Scantland Broadcasting, Ltd.: WJZA FM, WJZK FM	\$1,200,000	1.2
9 WCLT Radio, Inc.: WCLT AM, WCLT FM	\$800,000	0.8
10 Stop26-Riverbend: WSMZ FM, WXST FM	\$400,000	0.4

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Hungerford and the following stations do not cooperate: WBNS, WCLT-F, WEGE-F, WXST-F. Managers predict 4% to 5% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$96,400,000	20.5	0.0040
Television	\$184,000,000	39.1	0.0076
Newspaper	\$166,000,000	35.3	0.0068
Outdoor	\$14,000,000	3.0	0.0006
Cable TV	\$9,800,000	2.1	0.0004
Media Totals:	\$470,200,000		0.0193

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WNCI FM	CHR	\$13,800,000	14.3
2 WSNY FM	AC	\$12,900,000	13.4
3 WLQV FM	CL AOR	\$12,700,000	13.2
4 WCOL FM	C	\$9,600,000	10.0
5 WTVN AM	FS/T	\$9,350,000	9.7
6 WBZX FM	AOR	\$7,060,000	7.3
7 WCKX FM	B	\$7,040,000	7.3
8 WBNS FM	O	\$5,100,000	5.3
9 WHOK FM	C	\$4,700,000	4.9
10 WWCD FM	AOR-NR	\$2,000,000	2.1
11 WAZU FM	AOR-NR	\$1,800,000	1.9
12 WFJX FM	CL HITS	\$1,780,000	1.8
13 WXMG FM	B/O	\$1,600,000	1.7
14 WBNS AM	SPRTS	\$1,550,000	1.6
15 WJZA FF	J	\$1,200,000	1.2
16 WEGE FM	CL AOR	\$1,100,000	1.1
17 WCLT AM	T	\$800,000	0.8
18 WMNI AM	ST	\$700,000	0.7
19 WVKO AM	B/G	\$659,000	0.7
20 WXST FM	CL HITS	\$400,000	0.4
21 WFII AM	T	\$380,000	0.4
22 WJYD FM	J	\$190,000	0.2

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	78.9	\$74,229,000	(+6)
National:	21.1	\$19,882,000	(+5)
Note: Trade equals 1.7% of local. It was 1.8% in 1999 and 1.9% in 1998			

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Government	Cardinal Health 51		Battelle Memorial Institute	
Insurance	Nationwide Ins. Enterprise 127		Borden	
Financial	American Electric Power 146		Longaberger	
Aircraft	Limited 185		Micro Electronics	
Auto	Consolidated Stores 488		Safelite Glass	
Electronics			Sarcom	
Appliance				
Fabrics				

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	84.1	<\$20: 19.2	12-to-24 22.3
Black:	13.5	\$20-\$49.9: 34.5	25-to-54 55.3
Amer. Indian:	0.2	\$50-\$99.9: 33.7	55-plus 22.3
Asian/Pac. Isl.:	2.2	\$100+: 12.7	Non High School Grad: 19.3
Hispanic: *	1.1		High School Grad: 32.2
			College 1-3 years: 24.5
			College 4+ years: 24.0

Competitive Media

Major Over the Air Television Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WCMH	Columbus	4	NBC	NBC	
WSYX	Columbus	6	ABC	Sinclair	
WBNS-TV	Columbus	10	CBS	Dispatch	
WTTE	Columbus	28	FOX	Glencairm	Sinclair
WOSU-TV	Columbus	34	PBS	OH St. U.	Sinclair
WCPX-LP	Columbus	48	PAX	Paxson	
WSFJ	Newark	51	IND	Christian TB	
WWHO	Chillicothe	53	UPN/WB	Paramount	

Major Daily Newspapers	AM	PM	Sun	Owner
The Columbus Dispatch	246,668		380,412	Wolfe

Viable Stations

WAZU-FM	WBNS-AM	WBNS-FM	WBZX-FM
WCKX-FM	WCLT-AM	WCOL-FM	WEGE-FM
WFIL-AM	WFJX-FM	WHOK-FM	WJZA-FF
WLVQ-FM	WMNI-AM	WNCI-FM	WSNY-FM
WTVN-AM	WVVO-AM	WWCD-FM	WXMG-FM
WXST-FM			

Colleges and Universities

	(# of Students)
Ohio State U.: Columbus Campus	48,301
Columbus State CC	10,777
Capital U.	3,937
Franklin U.	3,440
DeVry Inst. of Tech.: Columbus	3,213
Otterbein Coll.	2,206
Ohio Wesleyan U. (and more)	1,873
Total Students (FT & PT)	81,577

Best Golf Courses

Muirfield Village, Scioto, The Golf Club, Ohio State (Scarlet), Double Eagle

Weather Data

Elevation:	812		
Annual Precipitation:	37.0 in.		
Annual Snowfall:	27.7 in.		
Average Windspeed:	8.7 (SW)		
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	36.4	84.4	62.1
Avg. Min. Temp:	20.4	62.4	40.9
Average Temp:	28.4	73.6	51.5

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade	Admin. Support/Clerical	Jul 90: 4.2%
2 Fin., Ins. & Real Estate	Prof. Support	Jul 91: 4.7%
3 Manufac., Durables	Exec., Admin. & Managerial	Jul 92: 5.3%
4 Educational Svcs.	Sales	Jul 93: 5.3%
5 Health Svcs.	Svc., Exclud. Protective & HH	Jul 94: 4.1%
6 Other Prof. Svcs.	Precis. Produc./Craft/Repair	All of 1995 3.1%
7 Public Administration	Machine Oprs., Fab., Assemb. & Inspec.	All of 1996 3.1%
8 Manufac., Non-Durables	Technicians & Support	All of 1997 2.9%
9 Business & Repair Svcs.	Handlers, Cleaners, Help., Laborers	All of 1998 2.7%
10 Construction	Transportation & Moving	All of 1999 2.6%
Total Metro Employees		
Top 10 Total Employees		

Columbus, OH

Major Radio Station Sales

Major Radio Station Sales Since 1991

Year	Calls	From	To	Price	(E)
1991	WWCD-F			\$2,000,000	
1991	WXMX-F			\$2,500,000	
1993	WCOL A/F	Great Trails	Nationwide	\$15,000,000	
1993	WLOH, WHOK-F		OmniAmerica	\$10,000,000	
1993	WRVF-F (U.Arlington)		OmniAmerica	\$7,000,000	
1995	WLOH, WHOK-F, WLLD-F	OmniAmerica	Citicasters	\$24,000,000	
1995	WTJY-F (Johnstown)	Sold by Salem		\$1,500,000	
1996	WTVN	Citicasters	Jacor	\$33,900,000	
1996	WLVQ-F	Citicasters	Jacor	\$38,400,000	
1996	WLOH, WLLD-F, WHOK-F	Citicasters	Jacor	\$24,000,000	
1996	WCEZ-F (Delaware)		Associated	\$1,950,000	
1996	WCKX-F (London)		Blue Chip	\$3,300,000	
1996	WAHC-F, WAKS-F		Jacor	\$9,000,000	
1997	WJZA-F		Blue Chip	\$4,500,000	
1997	WSWZ-F		WJZF-F	\$1,700,000	
	(103.5: Lancaster)				
1997	WCOL-F	Nationwide	Jacor	\$37,000,000	
1997	WFII	Nationwide	Jacor	\$2,000,000	
1997	WNCI-F	Nationwide	Jacor	\$44,000,000	
1998	WLOH (Lancaster)		Jacor	\$100,000	
1998	WZAZ FM (98.9)	Jacor	Blue Chip	\$10,100,000	
1998	WAZU-F/WHOK-F/WLVQ-F	Jacor	CBS	Trade	
1998	WUCO (1270; Marysville)			\$190,000	
1998	WNCI-F/WFII/WTVN/WZAZ-F/ WCOL-F	Jacor	Clear Channel		
1998	WEGE-F		WMNI/WBZX-F owner	\$5,000,000	
6/4/99	WXST FM	Associated Commun.	Liberty Media Group	Incl. in the \$2,800,000,000 purchase of Assoc.'s parent	
12/8/99	WXST FM	Associated Commun.	Stop 26-Riverbend		
2/8/01	WCKX FM, WJYD FM, WXMG FM	Blue Chip Broadcasting	Radio One	incl. WBLO-FM, bought by Blue Chip from New Albany	

2000 ARB Rank:	129	2000 Revenue:	\$14,200,000	Manager's Market Ranking (current):	2.4
2000 MSA Rank:	136	Rev per Share Point:	\$166,667	Manager's Market Ranking (future) :	2.9
2000 DMA Rank:	129	Population per Station:	12,808		
2000 Rev Rank:	132 of 173	2000 Revenue Change:	9.2%	Five-year revenue gain % (95-00):	51.1

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	9.4	10.0	10.4	11.1	13.0	14.2					
Yearly Growth Rate (95-00): 5.8% assigned											
Projected Revenue Estimates:							14.9	15.5	16.2	17.1	18.0
Revenue per Capita:	24.42	25.84	26.67	28.98	33.77	36.79					
Yearly Growth Rate (95-00): 4.6% assigned											
Projected Revenue per Capita:							38.50	39.95	41.65	43.85	46.04
Resulting Revenue Estimate:							15.6	16.2	17.0	17.9	18.8
Revenue as % of Retail Sales:	0.0029	0.0031	0.0032	0.0033	0.0036	0.0037					
Mean % (95-00) 0.0033											
Resulting Revenue Estimate:							12.9	13.3	13.7	14.1	14.5
MEAN REVENUE ESTIMATE:							14.5	15.0	15.6	16.4	17.1

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.385	0.387	0.390	0.383	0.385	0.386	0.387	0.388	0.389	0.390	0.391
Retail Sales (billions):	3.20	3.20	3.30	3.40	3.60	3.80	3.92	4.04	4.16	4.28	4.40

Market Profile

Below-the-Line Listening Shares:	0.4
Unlisted Station Listening:	14.4
Total Lost Listening:	14.8
Available Share Points:	85.2
Number of Viable Stations:	17.5
Average Share Points per Viable Station:	4.9
Rev. per Available Share Point:	\$166,667
Estimated Rev. for Mean Station:	\$816,668
Average HH Income:	\$38,478
Average Age:	32.9
Average Education:	11.3
Average Home Value:	\$53,600
Population Change (1999-2004):	1.3
Retail Sales Change (1999-2004):	18.9
Cable Penetration:	67.2
Number of Class B or C FMs:	11

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$14,200,000	16.5	0.0037
Television	\$32,000,000	37.1	0.0084
Newspaper	\$34,400,000	39.9	0.0091
Outdoor	\$3,500,000	4.1	0.0009
Cable TV	\$2,200,000	2.5	0.0006
Media Totals:	\$86,300,000		0.0227

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: KMXR FM, KNCN FM, KRYS FM, KRYS AM, KSAB FM, KUNO AM	\$6,220,000	43.8
2 Malkan Broadcasting: KEYS AM, KKBA FM, KZFM FM	\$3,080,000	21.7
3 Rodriguez Communications: KLHB FM, KLTG FM, KOUL FM, KRAD FM	\$2,000,000	14.1
4 Pacific Broadcasting: KBTE FM, KCCG FM, KKPX FM, KTKY FM	\$1,790,000	12.6
5 Broadcasting Corp. of the Southwest: KCTA AM	\$310,000	2.2
6 Reina Broadcasting, Inc.: KBSO FM	\$250,000	1.8

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KRYS AF	C	\$2,100,000	14.8
2 KSAB FM	SP-C	\$1,850,000	13.0
3 KZFM FM	CHR/U	\$1,700,000	12.0
4 KNCN FM	AOR	\$1,350,000	9.5
5 KKPX FM	AC/NR	\$820,000	5.8
6 KKBA FM	SAC	\$740,000	5.2
7 KMXR FM	AC	\$650,000	4.6
8 KEYS AM	T/SPRST	\$640,000	4.5
9 KOUL FM	C	\$630,000	4.4
10 KLHB FM	SP-TJ	\$620,000	4.4
11 KBTE FM	CHR/U	\$610,000	4.3
12 KRAD FM	AOR-NR	\$450,000	3.2
13 KCCG FM	B/O	\$360,000	2.5
14 KCTA AM	REL	\$310,000	2.2
15 KLTG FM	AC/NR	\$300,000	2.1
16 KUNO AM	SP-R	\$270,000	1.9
17 KBSO FM	AOR	\$250,000	1.8

Corpus Christi

Commerce and Industry

Important Businesses and Industries

Petrochemicals
Fishing
Agribusiness

Fortune 500 Companies

Forbes 500 Companies

Forbes Largest Private Companies

INC 500 Companies

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	94.1	<\$20: 29.5	12-to-24 23.5
Black:	4.1	\$20-\$49.9: 36.9	25-to-54 53.1
Amer. Indian:	0.5	\$50-\$99.9: 26.2	55-plus 23.4
Asian/Pac. Isl.:	1.3	\$100+: 7.4	Non High School Grad: 31.7
Hispanic: *	59.5		High School Grad: 24.7
			College 1-3 years: 27.1
			College 4+ years: 16.5

Viable Stations

KBSO-FM	KBTE-FM	KCCG-FM	KCTA-AM
KEYS-AM	KFTX-FM	KKBA-FM	KKPN-FM
KLHB-FM	KLTG-FM	KMXR-FM	KNCN-FM
KOUL-FM	KRAD-FM	KRYS-FM	KSAB-FM
KUNO-AM	KZFM-FM		

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KIII	Corpus Christi	3	ABC	McKinnon	
KRIS-TV	Corpus Christi	6	NBC	Cordillera	
KTMV-LP	Robstown	8	UPN	Humberto	
KZTV	Corpus Christi	10	CBS	K-Six TV	
KEDT	Corpus Christi	16	PBS	S. TX PTV	
KORO	Corpus Christi	28	UNI	Entravision	
K47DF	Corpus Christi	47	FOX	Eve. Post Publ.	
K68DJ	Corpus Christi	68	TEL	Eve. Post Publ.	

Colleges and Universities

(# of Students)

Del Mar Coll.	9,958
Texas A&M U.-Corpus Christi	6,100
Texas A&M U.-Kingsville	5,940
Coastal Bend Coll.	2,985
Total Students (FT & PT)	24,983

Best Golf Courses

King's Crossing CC

Weather Data

NO WEATHER DATA AVAILABLE.

Major Daily Newspapers

	AM	PM	Sun	Owner
Corpus Christi Caller-Times	64,780		85,358	E W Scripps Co. (Scripps Howard)

Employment Breakdowns

By Industry

1 Retail Trade	30,445	18.50%
2 Educational Svcs.	16,249	9.87%
3 Construction	15,073	9.16%
4 Health Svcs.	13,404	8.15%
5 Public Administration	11,085	6.74%
6 Manufac., Non-Durables	10,892	6.62%
7 Other Prof. Svcs.	9,608	5.84%
8 Fin., Ins. & Real Estate	8,942	5.43%
9 Business & Repair Svcs.	8,169	4.96%
10 Personal Svcs.	6,854	4.16%
Total Metro Employees	164,565	
Top 10 Total Employees	130,721	79.43%

By Occupation

Precis. Produc./Craft/Repair	24,534	14.91%
Admin. Support/Clerical	24,204	14.71%
Professional	22,008	13.37%
Svc., Exclud. Protective & HH	21,915	13.32%
Sales	20,666	12.56%
Exec., Admin. & Managerial	17,177	10.44%
Transportation & Moving	6,791	4.13%
Machine Oprs., Fab., Assemb. & Inspec.	6,628	4.03%
Handlers, Cleaners, Help., Laborers	6,624	4.03%
Technicians & Support	5,933	3.61%

Unemployment

Jul 90:	7.1%
Jul 91:	8.2%
Jul 92:	9.5%
Jul 93:	8.6%
Jul 94:	9.7%
All of 1995	9.1%
All of 1996	8.4%
All of 1997	7.8%
All of 1998	6.8%
All of 1999	6.5%

Major Radio Station Sales

Major Radio Station Sales Since 1993

Year	Calls	From	To	Price	(E)
1993	KRYS A/F			\$3,100,000	
1993	KNGV-F (Kingsville)		Sold to owners of KEYS, KZFM-F	\$175,000	
1994	KMXR-F		KRYS A/F owner	\$1,100,000	
1994	KRAD-F		KOUL-F owner	\$360,000	
1995	KBIC-F (Alice)			\$650,000	
1996	KRYS-AF, KMXR-F		Gulfstar	\$6,000,000	
1996	KFLZ-F		KCCT/KBSO-F owner	\$550,000	
1996	KNCN-F	Tippie	Gulfstar	\$2,100,000	
1996	KDAE, KLTG-F		Sold to KCTA, KOUL-F, KRAD-F owner	\$1,600,000	
1997	KRYS-AF/KMXR-F/KNCN-F	Gulfstar	Capstar		
1997	KDAE, KLTG-F, KOUL-F, KRAD-F			\$5,200,000	
1997	KAHX-F			\$450,000	
1997	KXCC-F, KZTX-F		KAHX-F owner	\$1,780,000	
1998	KZTX-F		Pacific (Dames)	\$725,000	
1998	KXCC-F		Pacific (Dames)	\$1,050,000	
1998	KOUL-F/KLTG-F/KRAD-F	Harpole	Equicom	\$7,000,000	
1998	KUNO/KSAB-F	Tichenor	Capstar	\$2,960,000	
1998	FM CP (Gregory, TX)		Pacific	\$280,000	
1998	KDAE	Harpole/Equicom		\$500,000	
1/10/00	KLHB FM	Coastal Digital Bcstg.	Rodriguez	\$4,000,000	
2/20/01	KLTG FM, KOUL FM, KRAD FM	Equicom	Rodriguez		

2000 ARB Rank:	6	2000 Revenue:	\$395,200,000	Manager's Market Ranking (current):	4.8
2000 MSA Rank:	9	Rev per Share Point:	\$4,376,523	Manager's Market Ranking (future) :	4.9
2000 DMA Rank:	7	Population per Station:	103,384		
2000 Rev Rank:	5 of 173	2000 Revenue Change:	19.0%	Five-year revenue gain % (95-00):	93.2

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	204.6	218.0	249.5	279.1	332.1	395.2					
Yearly Growth Rate (95-00): 7.9% assigned											
Projected Revenue Estimates:							418.9	446.1	481.8	525.1	576.4
Revenue per Capita:	45.27	47.08	52.64	57.55	67.09	78.10					
Yearly Growth Rate (95-00): 5.8% assigned											
Projected Revenue per Capita:							81.03	84.49	89.39	95.47	102.75
Resulting Revenue Estimate:							438.6	467.1	504.4	549.8	603.5
Revenue as % of Retail Sales:	0.0034	0.0035	0.0039	0.0041	0.0047	0.0052					
Mean % (95-00) 0.0041											
Resulting Revenue Estimate:							340.3	368.2	396.1	423.9	451.8
MEAN REVENUE ESTIMATE:							399.3	427.1	460.8	499.6	543.9

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	4.520	4.630	4.740	4.850	4.950	5.060	5.170	5.280	5.390	5.500	5.610
Retail Sales (billions):	60.30	61.70	63.40	68.70	71.00	76.20	83.00	89.80	96.60	103.40	110.20

Market Profile

Below-the-Line Listening Shares:	0.4
Unlisted Station Listening:	9.3
Total Lost Listening:	9.7
Available Share Points:	90.3
Number of Viable Stations:	31.0
Average Share Points per Viable Station:	2.9
Rev. per Available Share Point:	\$4,376,523
Estimated Rev. for Mean Station:	\$12,691,917
Average HH Income:	\$53,227
Average Age:	35.1
Average Education:	12.5
Average Home Value:	\$78,400
Population Change (1999-2004):	11.1
Retail Sales Change (1999-2004):	45.6
Cable Penetration:	50.4
Number of Class B or C FMs:	21

Confidence Levels

2000 Revenue Estimates:
2001-to-2005 Revenue Estimates:

Comments: Market reports revenue to Miller, Kaplan and all viable stations cooperate. Managers predict 7% to 9% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$395,200,000	23.1	0.0052
Television	\$700,000,000	40.9	0.0092
Newspaper	\$530,000,000	30.9	0.0070
Outdoor	\$59,000,000	3.4	0.0008
Cable TV	\$29,000,000	1.7	0.0004
Media Totals:	\$1,713,200,000		0.0225

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: KDMX FM, KEGL FM, KHKS FM, KJOI AM, KTXQ FM, KZPS FM	\$108,850,000	27.5
2 CBS/Infinity: KLVU FM, KOAI FM, KOME AM, KRBV FM, KRLD AM, KVIL FM, KYNG FM	\$102,080,000	25.8
3 ABC Inc.: KEMM FM, KMEQ FM, KMKI AM, KSCS FM, WBAP AM	\$54,520,000	13.8
4 Susquehanna: KKMR FM, KLIF AM, KMRR FM, KPLX FM, KTBK AM, KTCK AM	\$51,685,000	13.1
5 Service Broadcasting Corp.: KKDA AM, KKDA FM, KRNB FM	\$27,900,000	7.1
6 Radio One: KBFB FM, KDGE FM	\$13,020,000	3.3
7 Hispanic Broadcasting: KDOS FM, KDXT FM, KDXX AM, KDXX FM, KESS AM, KHCK FM, KLNO FM	\$12,054,000	3.1
8 Salem: KLTY FM, KSKY AM, KWRD FM	\$12,050,000	3.0
9 Entravision: KRVA AM, KZMP AM, KZMP FM	\$5,475,000	1.4
10 City of Dallas: WRR FM	\$4,249,000	1.1
11 Spanish Broadcasting System: KTCY FM, KXEB AM	\$2,350,000	0.6
12 Trumpet Bcstg: KHVN AM	\$650,000	0.2

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KHKS FM	CHR	\$33,750,000	8.5
2 KVIL FM	AC	\$33,000,000	8.4
3 KRLD AM	N/T	\$27,900,000	7.1
4 WBAP AM	FS/T	\$27,600,000	7.0
5 KKDA AF	B	\$24,800,000	6.3
6 KSCS FM	C	\$22,500,000	5.7
7 KZPS FM	CL AOR	\$22,400,000	5.7
8 KTCK AA	SPRST	\$21,600,000	5.5
9 KEGL FM	AOR	\$21,500,000	5.4
10 KDMX FM	AC/CHR	\$20,400,000	5.2
11 KLVU FM	O	\$18,800,000	4.8
12 KPLX FM	C	\$18,125,000	4.6
13 KLTY FM	REL-CC	\$12,050,000	3.0
14 KOAI FM	J	\$11,430,000	2.9
15 KTXQ FM	B/O	\$10,800,000	2.7
16 KDGE FM	AOR-NR	\$9,120,000	2.3
17 KKMR FF	AOR-P	\$6,300,000	1.6
18 KLIF AA	T	\$5,660,000	1.4
19 KRBV FM	CHR/U	\$5,250,000	1.3
20 KYNG FM	T	\$5,050,000	1.3
21 WRR FM	CL	\$4,249,000	1.1
22 KLNO FM	SP-R	\$3,964,000	1.0
23 KBFB FM	SAC	\$3,900,000	1.0
24 KHCK FM	SP-TJ	\$3,550,000	0.9
25 KMEQ FM	SAC	\$3,520,000	0.9
26 KESS AM	SP-C	\$3,120,000	0.8
27 KRNB FM	B/AC	\$3,100,000	0.8
28 KRVA AF	SP-C	\$2,900,000	0.7
29 KZMP AF	SP-R	\$2,575,000	0.7
30 KTCY FM	SP-R	\$2,350,000	0.6
31 KDXX AF	SP	\$1,420,000	0.4
32 KMKI AM	KIDS	\$900,000	0.2
33 KHVN AM	B/G	\$650,000	0.2

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	76.0	\$300,256,000	(+17.9)
National:	24.0	\$94,902,000	(+23.1)

Note: Trade equals 1.4% of local. In 1999, it was 1.7% and in 1998, it was 2.1%

Dallas-Fort Worth

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Financial	Exxon Mobil 1	7-Eleven	Alliance Data Systems	AdMasters
High Tech	J.C. Penney 43	AMR	Austin Industries	Akili Systems Group
Energy	TXU 85	Burlington Nrth./Santa Fe	Beck Group	Buchanan Associates
Food Processing	AMR 98	Centex	Ben E Keith	ePartners
Agribusiness	Electronic Data Systems 106	Electronic Data Systems	Builders FirstSource	Hartex Property Group
Aircraft	Kimberly-Clark 142	Exxon Mobil	Cinemark USA	Infinity Contractors
Munitions	Halliburton 148	Halliburton Company	Club Corporation International	InfoSphere
Clothing	Union Pacific 162	i2 Technologies	Concentra Operating	ivpcare
Electronics	Texas Instruments 163	J.C. Penney	Dr Pepper/Seven-Up Bottling Group	Key Transportation Services
	Burlington Northern Santa Fe 206	Kimberly-Clark	Glazer's Wholesale Distributors	Lisa Adelle Design
	Centex 302	RadioShack	Hunt Consolidated/Hunt Oil	Monitronics International
	Suiza Foods 308	Southwest Airlines	Mary Kay	Navigator Systems
	Southwest Airlines 316	TXU	Minyard Food Stores	NGTS
	Radio Shack 360		Rooney Brothers	Sky Helicopters
	D.R. Horton 454		Sammons Ent. (and more)	Springbok Technologies
	Lennox International 493			Techniki Informatica (and more)

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	79.7	<\$20: 15.9	12-to-24: 21.8
Black:	15.6	\$20-\$49.9: 30.9	25-to-54: 59.4
Amer. Indian:	0.6	\$50-\$99.9: 34.2	55-plus: 18.8
Asian/Pac. Isl.:	4.1	\$100+: 19.0	Non High School Grad: 20.0
Hispanic: *	17.1		High School Grad: 23.1
			College 1-3 years: 28.3
			College 4+ years: 28.6

Viable Stations

KAAM-AM	KBFB-FM	KDGE-FM	KDMX-FM
KDXT-FM	KDXX-AM	KDXX-FM	KEGL-FM
KESS-AM	KHCK-FM	KHKS-FM	KJOI-AM
KKDA-AM	KKDA-FM	KKMR-FM	KLIF-AA
KLNO-FM	KLTY-FM	KLUV-FM	KMEO-FM
KOAI-FM	KPLX-FM	KRBV-FM	KRLD-AM
KRNB-FM	KRVA-AF	KSCS-FM	KTCK-AA
KTCY-FM	KTXQ-FM	KVIL-FM	KYNG-FM
KZMP-FM	KZPS-FM	WBAP-AM	WRR-FM

Competitive Media

Major Over the Air Television Calls

City of Lic.	Chan.	Net	Owner	LMA/JSA
Dallas	4	FOX	Fox	
Ft. Worth	5	NBC	NBC	
Dallas	8	ABC	Belo	
Ft. Worth	11	CBS	CBS	
Dallas	13	PBS	N.TX PTV	
Fort Worth	21	UPN	Paramount	
Garland	23	UNI	Univision	
Dallas	27	IND	Fox	Fox
Dallas	33	WB	Tribune	
Dallas	39	IND	SW Sports	
Irving	49	IND	USA	
Ft. Worth	52	TEL	HIC	
Arlington	68	PAX	Paxson	

Colleges and Universities

	(# of Students)
U. of North Texas	25,514
U. of Texas at Arlington	18,662
Tarrant County Coll.	17,315
Richland Coll.	12,000
Southern Methodist U.	9,834
Collin County CC District	9,607
Texas Woman's U.	9,133
(and more)	
Total Students (FT & PT)	164,410

Best Golf Courses

Colonial (Fort, Worth), Hyatt Bear Creek, Preston Trail, Brook Hollow, Las Colinas TPC

Weather Data

Elevation:	551		
Annual Precipitation:	32.1 in.		
Annual Windspeed:	2.7 in.		
Average Windspeed:	11.1 (S)		
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	55.7	95.5	76.5
Avg. Min. Temp:	33.9	74.0	54.4
Average Temp:	44.8	84.8	65.5

Major Daily Newspapers

	AM	PM	Sun	Owner
The Dallas Morning News	490,249		781,959	A H Belo Corp.
Fort Worth Star-Telegram	225,737		334,436	Knight Ridder

Employment Breakdowns

By Industry	By Occupation	Unemployment					
1 Retail Trade	293,996	16.73%	Admin. Support/Clerical	314,541	17.90%	Jul 90:	5.3%
2 Manufac., Durables	201,188	11.45%	Exec., Admin. & Managerial	284,324	16.18%	Jul 91:	6.5%
3 Fin., Ins. & Real Estate	169,072	9.62%	Professional	251,703	14.32%	Jul 92:	6.8%
4 Business & Repair Svcs.	131,880	7.50%	Sales	243,242	13.84%	Jul 93:	6.4%
5 Other Prof. Svcs.	120,278	6.84%	Precis. Produc./Craft/Repair	169,460	9.64%	Jul 94:	5.7%
6 Educational Svcs.	116,230	6.61%	Svc., Exclud. Protective & HH	163,280	9.29%	All of 1995	4.7%
7 Wholesale Trade	107,814	6.13%	Machine Oprs., Fab., Assemb. & Inspec.	87,526	4.98%	All of 1996	4.0%
8 Health Svcs.	104,053	5.92%	Technicians & Support	75,647	4.30%	All of 1997	3.7%
9 Manufac., Non-Durables	97,981	5.57%	Handlers, Cleaners, Help., Laborers	56,945	3.24%	All of 1998	3.2%
10 Construction	91,978	5.23%	Transportation & Moving	55,725	3.17%	All of 1999	3.1%
Total Metro Employees	1,757,548						
Top 10 Total Employees	1,434,470	81.62%					

Major Radio Station Sales

Major Radio Station Sales Since 1994

Year	Calls	From	To	Price	(E)
1994	KHVN, KJMZ-F	Summit	Granum	\$22,000,000	(E)
1994	KMRT	Granum	Heffel	\$1,500,000	
1994	KLUV-F	TK	Infinity	\$51,000,000	
1994	KDGE-F (Gainsville)		Bonneville	\$11,000,000	
1994	KDZR-F (Denton)		Heffel	\$5,000,000	
1995	KSKY	Bdcst. Prtns	Evergreen	\$3,000,000	(E)
1995	KTCK		SFX	\$10,500,000	
1995	KGBS		Salem	\$4,850,000	
1995	WBAP, KSCS-F	Cap Cities/ABC	Disney/ABC	\$120,000,000	(E)
1995	KRRW-F, KTXQ-F	CBS	Westinghouse	\$58,000,000	(E)
1995	KSNN-F	Alliance	Infinity	\$33,000,000	(E)
1995	KYNG-F	Alliance	Infinity	\$74,000,000	(E)
1996	KMIA-F (Jasper)		Tichenor	\$3,500,000	
1996	KGGR		Mortenson	\$1,150,000	
1996	KHVN	Granum	Infinity	\$3,000,000	
1996	KOAI-F	Granum	Infinity	\$58,000,000	
1996	KRBV-F	Granum	Infinity	\$38,000,000	
1996	KRLDTrade	SFX	Westinghouse	KKRW-F in Houston	
1996	KTCK	SFX	Susquehanna	\$14,000,000	
1996	KVIL-F	Infinity	Westinghouse	\$253,000,000	
1996	KDMM	Infinity	Westinghouse	\$3,000,000	
1996	KLUV-F	Infinity	Westinghouse	\$92,000,000	
1996	KEWS-F	Infinity	Westinghouse	\$47,000,000	
1996	KHVN	Infinity	Westinghouse	\$5,000,000	
1996	KYNG-F	Infinity	Westinghouse	\$82,000,000	
1996	KOAI-F	Infinity	Westinghouse	\$84,000,000	
1996	KRBV-F	Infinity	Westinghouse	\$72,000,000	
1996	KTXQ-F, KRRW-FTrade	Westinghouse	SFX	WHFS-F in Washington	
1996	KEWS-F	Infinity	Salem	\$35,000,000 + KDFX	
1996	KDMM		KLTY-F owner	\$675,000	
1996	KNBR-F (CP-Halton) 49%		Susquehanna	\$13,700,000	
1997	KEGL-F	Traded by Sandusky	Nationwide	KSLX-AF in Phoenix	
1997	KTNO (1540: Univ. Park)		John Douglas	\$2,300,000	
1997	KHKS-F	Gannett	Chancellor	\$90,000,000	
1997	KINF (1440: Denton)	Heffel	Mortenson	\$650,000	
1997	KDGE-F/KZPS-F	Bonneville	Chancellor	\$83,500,000	
1997	KBFB-F	SFX	Hicks/Chancellor	\$51,000,000	
1997	KTXQ-F	SFX	Hicks/Chancellor	\$59,000,000	
1997	KDMX-F	Nationwide	Jacor	\$45,000,000	
1997	KEGL-F	Nationwide	Jacor	\$47,000,000	
1998	KDFT (540)		Freedom Network	\$1,915,000	
1998	KZDL-F (interest)	El Dorado	Z-Spanish		
1998	KBFB-F/KTXQ-F	Capstar	Chancellor		
1998	KDSX/KXIL-F		Susquehanna	\$6,050,000	
1998	KAHZ	Children's	Catholic		
1998	KAAM		Disney/ABC	\$12,100,000	
1998	KNKI-F	First Bcstg	ABC/Disney	\$23,000,000	
	(96.7; Flower Mound)				
1998	KDMX-F/KEGL-F	Jacor	Clear Channel		
1998	KRJT-F		Sunburst	\$4,300,000	
1998	KAHZ	Children's	Unica		
1/29/99	KIKM FM		First Broadcasting	\$15,000,000	
2/5/99	KIKM FM	First Broadcasting	Z-Spanish	\$26,500,000	
3/4/99	KLTY FM	Rodriguez	Sunburst	\$63,300,000	
6/1/99	KXEB AM	910 Broadcasting Corp.	Metroplex Broadcasting, Ltd.	with KTCY FM: price NA	
6/1/99	KTCY FM	910 Broadcasting Corp.	Metroplex Broadcasting, Ltd.	with KXEB AM: price NA	
7/6/99	KLTY FM	Sunburst	Hispanic	\$65,000,000	
	KLTY calls and format will move to another facility				
9/15/99	KZMP AM	Douglas	Z-Spanish	With KGOL (Houston): price NA	
1/31/00	KSKY AM	AMFM	Salem	\$7,500,000 + KPRZ, Colorado Spgs.	
3/6/00	KDGE FM	AMFM	Salem	AMFM/CCU divestiture. \$185,600,000	
3/13/00	KBFB FM	AMFM	Radio One	AMFM/CCU divestiture.price NA	
3/16/00	KDFT AM	Freedom Network	Multicultural	Group transaction: \$12,000,000	
4/21/00	KRVA AM, KRVA FM, KRVF FM, KZMP AM, KZMP FM	Z-Spanish	Entravision		
5/8/00	KTCY FM, KXEB AM	Rodriguez Communications	Spanish Broadcst		
5/15/00	KLUV AM	CBS/Infinity	Radio One	\$16,000,000	Minority
6/26/00	KXGM FM	Gain-Air Co.	First Broadcasting	\$4,110,000	
7/12/00	KEMM FM	Bluebonnet Radio	ABC Inc.	\$18,000,000	
9/13/00	KLTY FM	Sunburst Media	Salem		
10/5/00	KRVA FM, KRVF FM	Entravision	First Broadcasting		
10/11/00	KDGE FM	Salem	Radio One	\$52,500,000	Star Media
11/16/00	KHVN AM	CBS/Infinity	Trumpet Bcstg	\$4,700,000	
2/1/01	KJOI AM	Radio One	Clear Channel	\$16,000,000	

Davenport-Rock Island-Moline

2000 ARB Rank:	133	2000 Revenue:	\$15,900,000	Manager's Market Ranking (current):	3.0
2000 MSA Rank:	143	Rev per Share Point:	\$194,614	Manager's Market Ranking (future) :	3.5
2000 DMA Rank:	90	Population per Station:	19,707	15	
2000 Rev Rank:	122 of 173	2000 Revenue Change:	7.4%	Five-year revenue gain % (95-00):	35.9

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	11.7	12.6	13.4	14.5	14.8	15.9					
Yearly Growth Rate (95-00): 5.8% assigned											
Projected Revenue Estimates:							16.6	17.8	18.8	20.3	21.7
Revenue per Capita:	32.59	35.29	37.43	40.39	41.11	44.04					
Yearly Growth Rate (95-00): 5.6% assigned											
Projected Revenue per Capita:							45.86	49.04	51.65	55.77	59.45
Resulting Revenue Estimate:							17.4	18.6	19.7	21.3	22.7
Revenue as % of Retail Sales:	0.0029	0.0030	0.0030	0.0032	0.0031	0.0032					
Mean % (95-00) 0.0031											
Resulting Revenue Estimate:							16.0	16.8	17.6	18.4	19.2
MEAN REVENUE ESTIMATE:							16.7	17.7	18.7	20.0	21.2

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.359	0.357	0.358	0.359	0.360	0.361	0.362	0.363	0.364	0.364	0.365
Retail Sales (billions):	4.00	4.20	4.40	4.50	4.70	4.90	5.16	5.42	5.68	5.94	6.20

Market Profile

Below-the-Line Listening Shares:	4.5
Unlisted Station Listening:	13.8
Total Lost Listening:	18.3
Available Share Points:	81.7
Number of Viable Stations:	11.0
Average Share Points per Viable Station:	7.4
Rev. per Available Share Point:	\$194,614
Estimated Rev. for Mean Station:	\$1,440,144
Average HH Income:	\$42,062
Average Age:	36.9
Average Education:	12.3
Average Home Value:	\$49,800
Population Change (1999-2004):	1.1
Retail Sales Change (1999-2004):	26.4
Cable Penetration:	67.3
Number of Class B or C FMs:	8

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: KCQQ FM, KMXG FM, KUUL FM, WHTS FM, WKBF FM, WLLR AM, WLLR FM, WOC AM	\$12,337,000	77.6
2 Cumulus Media: KBEA FM, KBOB FM, KJOC AM, KORB FM, WXLP FM	\$3,301,000	20.8

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WLLR AF	C	\$3,116,000	19.6
2 KCQQ FM	CL HITS	\$3,067,000	19.3
3 WHTS FM	CHR	\$2,141,000	13.5
4 KMXG FM	AC	\$1,613,000	10.1
5 WXLP FM	AOR	\$1,612,000	10.1
6 WOC AM	N/T	\$1,105,000	6.9
7 KUUL FM	O	\$1,102,000	6.9
8 KBOB FM	C	\$553,000	3.5
9 KORB FM	AOR	\$521,000	3.3
10 KBEA FM	CHR	\$495,000	3.1
11 WKBF AM	ST	\$193,000	1.2
12 KJOC AM	SPRTS	\$120,000	0.8

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	87.1	\$13,846,000	(+6)
National:	11.2	\$1,797,000	(+15.6)
Note: Trade equals 7.5% of local. In 1999, it was 8.7%			

Confidence Levels

12000 Revenue Estimates:
2001-to-2005 Revenue Estimates:

Comments: Market reports revenue to Hungerford and all viable stations cooperate. Managers predict 4% to 6% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$15,900,000	14.7	0.0032
Television	\$44,000,000	40.6	0.0090
Newspaper	\$41,600,000	38.4	0.0085
Outdoor	\$3,800,000	3.5	0.0008
Cable TV	\$3,100,000	2.9	0.0006
Media Totals:	\$108,400,000		0.0221

Note: Use Newspaper and Outdoor estimates with caution.

Davenport-Rock Island-Moline

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Farm Machinery Food Products Aluminum Products	Deere	149		

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	92.5	<\$20: 23.7	12-to-24 20.5
Black:	6.2	\$20-\$49.9: 37.5	25-to-54 51.8
Amer. Indian:	0.3	\$50-\$99.9: 30.3	55-plus 27.7
Asian/Pac.Isl.:	1.0	\$100+: 8.4	Non High School Grad: 20.6
Hispanic: *	5.9		High School Grad: 34.9
			College 1-3 years: 26.7
			College 4+ years: 17.8

Viable Stations

KBEA-FM	KBOB-FM	KCQQ-FM	KJOC-AM
KMXG-FM	KORB-FM	KUUL-FM	WHTS-FM
WKBF-AM	WLLR-AF	WLLR-FM	WOC-AM
WXLP-FM			

Colleges and Universities

	(# of Students)
Black Hawk Coll.	4,580
Scott CC	3,743
St. Ambrose U.	2,783
Augustana Coll.	2,272
Muscatine CC	1,261
Clinton CC	1,084
Marycrest International U. (and more)	793
Total Students (FT & PT)	18,620

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WHBF-TV	Rock Island	4	CBS	Citadel (Lombardo)	
KWQC-TV	Davenport	6	NBC	Young	
WQAD-TV	Moline	8	ABC	NY Times	
KLJB-TV	Davenport	18	FOX	Quad Cities	
WQPT	Moline	24	PBS	Black Hawk Col.	
KQCT	Davenport	36	S:WQPT	Black Hawk Col.	

Best Golf Courses

Crown Valley

Weather Data

Elevation:		561	
Annual Precipitation:		32.1 in.	
Annual Snowfall:		2.7 in.	
Average Windspeed:		11.1 (S)	
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	55.7	95.5	76.5
Avg. Min. Temp:	33.9	74.0	54.4
Average Temp:	44.8	84.8	65.5

Major Daily Newspapers

	AM	PM	Sun	Owner
The Dispatch	27,488		33,392	Small Newspaper Inc.
The Rock Island Argus	12,743		14,870	Small Newspaper Inc.

Employment Breakdowns

By Industry		By Occupation		Unemployment	
1 Retail Trade	32,002 18.97%	Admin. Support/Clerical	27,143 16.09%	Jul 90:	5.7%
2 Manufac., Durables	21,087 12.50%	Professional	22,179 13.15%	Jul 91:	5.8%
3 Educational Svcs.	13,690 8.11%	Sales	21,254 12.60%	Jul 92:	6.7%
4 Health Svcs.	13,506 8.01%	Svc., Exclud. Protective & HH	20,818 12.34%	Jul 93:	5.6%
5 Wholesale Trade	12,644 7.49%	Precis. Produc./Craft/Repair	19,149 11.35%	Jul 94:	4.2%
6 Public Administration	10,641 6.31%	Exec., Admin. & Managerial	18,439 10.93%	All of 1995	4.4%
7 Manufac., Non-Durables	9,704 5.75%	Machine Oprs., Fab., Assemb. & Inspec.	12,358 7.32%	All of 1996	4.4%
8 Fin., Ins. & Real Estate	9,432 5.59%	Handlers, Cleaners, Help., Laborers	7,825 4.64%	All of 1997	3.7%
9 Other Prof. Svcs.	9,066 5.37%	Transportation & Moving	7,811 4.63%	All of 1998	3.3%
10 Construction	7,857 4.66%	Technicians & Support	4,714 2.79%	All of 1999	4.4%
Total Metro Employees	168,715				
Top 10 Total Employees	139,629 82.76%				

Major Radio Station Sales

Major Radio Station Sales Since 1992

Year	Calls	From	To	Price	(E)
1992	KMJC-F (Clinton)	receivership	owners of WOC/KUUL-F	\$1,256,000	
1993	KRVR-F	Community Radio	Dudley	\$1,600,000	
1993	KMJC-F	receivership	to owners of WOC, KUUL-F	\$1,300,000	
1993	KJOC, WXLP-F	Goodrich	Connoisseur	\$2,925,000	
1993	KFMH-F (Muscatine)		Connoisseur	\$1,700,000	
1994	WKBF, WPXR-F	Roth	Wheeling-Pitts.	\$2,600,000	
1995	WOC, KUUL-F, KMXG-F		Sconnix	\$11,000,000	
1995	KFQC		Sconnix	\$45,000	
1996	KORB-F (Bittendorf)		Connoisseur	\$633,000	
1996	WGEN-AF (Geneseo IL)		Connoisseur	\$850,000	
1997	WGEN (1500: Geneseo, IL)	Sold by Connoisseur		\$30,000	
11/29/99	KJOC AM	Connoisseur	Cumulus	Group sale: \$242,000,000	
11/29/99	KBOB FM	Connoisseur	Cumulus	Group sale: \$242,000,000	
11/29/99	KORB FM	Connoisseur	Cumulus	Group sale: \$242,000,000	
11/29/99	KQLI FM	Connoisseur	Cumulus	Group sale: \$242,000,000	
11/29/99	WXLP FM	Connoisseur	Cumulus	Group sale: \$242,000,000	
9/13/00	KCQQ FM	Sconnix Broadcasting	Clear Channel	\$18,030,303	
9/13/00	KMXG FM	Sconnix Broadcasting	Clear Channel	\$9,015,151	
9/13/00	KUUL FM	Sconnix Broadcasting	Clear Channel	\$7,727,272	
9/13/00	WLLR AM	Sconnix Broadcasting	Clear Channel	\$21,250,000	
9/13/00	WLLR FM	Sconnix Broadcasting	Clear Channel	\$21,250,000	
9/13/00	WOC AM	Sconnix Broadcasting	Clear Channel	\$7,727,272	

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Dayton

2000 ARB Rank:	56	2000 Revenue:	\$39,400,000	Manager's Market Ranking (current):	3.2
2000 MSA Rank:	65	Rev per Share Point:	\$500,000	Manager's Market Ranking (future):	3.4
2000 DMA Rank:	55	Population per Station:	39,005	21	
2000 Rev Rank:	62 of 173	2000 Revenue Change:	2.1%	Five-year revenue gain % (95-00):	35.9

Revenue History and Projections

	Radio Revenue History					Radio Revenue Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	29.0	29.8	31.9	35.1	38.6	39.4					
Yearly Growth Rate (95-00): 5.9% assigned											
Projected Revenue Estimates:							40.9	43.5	45.6	47.4	50.0
Revenue per Capita:	30.34	31.37	33.58	36.99	40.21	41.21					
Yearly Growth Rate (95-00): 6.8% assigned											
Projected Revenue per Capita:							42.96	45.89	48.31	50.48	53.48
Resulting Revenue Estimate:							42.8	45.5	47.7	49.6	52.4
Revenue as % of Retail Sales:	0.0032	0.0031	0.0033	0.0034	0.0036	0.0034					
Mean % (95-00) 0.0033											
Resulting Revenue Estimate:							39.8	41.3	42.8	44.4	45.9
MEAN REVENUE ESTIMATE:							41.2	43.5	45.4	47.1	49.4

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.956	0.950	0.950	0.949	0.960	0.956	0.952	0.948	0.944	0.939	0.935
Retail Sales (billions):	9.20	9.50	9.70	10.20	10.70	11.60	12.06	12.52	12.98	13.44	13.90

Market Profile

Below-the-Line Listening Shares:	7.8
Unlisted Station Listening:	13.4
Total Lost Listening:	21.2
Available Share Points:	78.8
Number of Viable Stations:	13.5
Average Share Points per Viable Station:	5.8
Rev. per Available Share Point:	\$500,000
Estimated Rev. for Mean Station:	\$2,900,000
Average HH Income:	\$48,839
Average Age:	36.5
Average Education:	12.4
Average Home Value:	\$64,400
Population Change (1999-2004):	-2.2
Retail Sales Change (1999-2004):	25.6
Cable Penetration:	71.3
Number of Class B or C FMs:	9

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: WBKI FM, WDKF FM, WIZE AM, WLQT FM, WMMX FM, WONE AM, WTUE FM, WXEG FM	\$18,468,000	46.9
2 Cox Radio: WDTP FM, WHIO AM, WHKO FM, WZLR FM	\$11,580,000	29.4
3 Radio One: WGTZ FM, WING FM, WING AM, WKSW FM	\$6,418,000	16.3
4 Hawes-Saunders Bcstg Properties: WRNB FM, WROU FM	\$2,820,000	7.2
5 Johnson Comm., Inc.: WDAO AM	\$120,000	0.3

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WMMX FM	AC	\$7,110,000	18.0
2 WHKO FM	C	\$6,500,000	16.5
3 WTUE FM	AOR	\$4,680,000	11.9
4 WHIO AM	FS/T	\$3,600,000	9.1
5 WLQT FM	SAC	\$3,450,000	8.8
6 WROU FM	B	\$2,540,000	6.4
7 WGTZ FM	CHR	\$2,500,000	6.3
8 WING FM	CL AOR	\$2,400,000	6.1
9 WDTP FM	O	\$1,480,000	3.8
10 WXEG FM	AOR-NR	\$1,200,000	3.0
11 WKSW FM	C	\$1,050,000	2.7
12 WDKF FM	CHR/U	\$882,000	2.2
13 WONE AM	ST	\$830,000	2.1
14 WING AM	T	\$468,000	1.2
15 WBKI FM	C	\$316,000	0.8
16 WRNB FM	B/O	\$280,000	0.7
17 WDAO AM	B/AC	\$120,000	0.3

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	83.6	\$32,649,000	(+3.2)
National:	16.4	\$6,382,000	(-4.8)

Note: Trade equals 1.5% of local. In 1999, it was 3.1%

Confidence Levels

2000 Revenue Estimates:
2001-to-2005 Revenue Estimates:

Comments: Market reports revenue to Miller, Kaplan and all viable stations cooperate.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$39,400,000	16.5	0.0034
Television	\$94,000,000	39.3	0.0081
Newspaper	\$90,000,000	37.6	0.0078
Outdoor	\$9,500,000	4.0	0.0008
Cable TV	\$6,500,000	2.7	0.0006
Media Totals:	\$239,400,000		0.0206

Note: Use Newspaper and Outdoor estimates with caution.

Commerce and Industry

Important Businesses and Industries

Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
NCR Mead	301 388	NCR	Primus 5 O'Clock Computers W2Com

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	83.5	<\$20: 21.0	12-to-24 21.0
Black:	14.9	\$20-\$49.9: 34.8	25-to-54 52.8
Amer. Indian:	0.2	\$50-\$99.9: 33.4	55-plus 26.2
Asian/Pac. Isl.:	1.4	\$100+: 10.9	Non High School Grad: 21.8
Hispanic: *	1.0		High School Grad: 32.8
			College 1-3 years: 25.6
			College 4+ years: 19.8

Viable Stations

WBKI-FM	WDKF-FM	WDTP-FF	WGTZ-FM
WHIO-AM	WHKO-FM	WING-AM	WING-FM
WKSW-FM	WLQT-FM	WMMX-FM	WONE-AM
WROU-FM	WTUE-FM	WXEG-FM	

Colleges and Universities

	(# of Students)
Sinclair CC	14,257
Wright State U.	10,665
U. of Dayton	10,184
Cedarville Coll.	2,653
Clark State CC	2,438
Miami U.: Middletown Campus	2,423
Wittenberg U.	2,101
(and more)	
Total Students (FT & PT)	56,140

Best Golf Courses

NCR CC (South), Sycamore, Weatherwax (Middletown), Shaker Run (Middletown)

Weather Data

NO WEATHER DATA AVAILABLE.

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WDTN-TV	Dayton	2	ABC	Sunrise	
WHIO-TV	Dayton	7	CBS	Cox	
WPTO	Oxford	14	PBS	Greater Dayton PTV	
WPTD	Dayton	16	PBS	Greater Dayton PTV	
WKEF	Dayton	22	NBC	Sinclair	
WBDT	Springfield	26	WB/PAX	ACME	
WRGT-TV	Dayton	45	FOX/UPN	Sullivan	Sinclair
WRCX-LP	Dayton	51	WB	Urban	

Major Daily Newspapers

	AM	PM	Sun	Owner
Dayton Daily News	140,891		203,868	Cox Newspapers Inc.
Springfield News-Sun	32,864		40,132	Cox Newspapers Inc.

Employment Breakdowns

By Industry			By Occupation			Unemployment		
1 Retail Trade	78,887	17.59%	Admin. Support/Clerical	72,749	16.22%	Jul 90:	4.6%	
2 Manufac., Durables	75,385	16.81%	Professional	69,384	15.47%	Jul 91:	5.6%	
3 Health Svcs.	42,666	9.51%	Exec., Admin. & Managerial	58,556	13.06%	Jul 92:	6.3%	
4 Educational Svcs.	37,690	8.40%	Sales	50,361	11.23%	Jul 93:	5.4%	
5 Public Administration	30,606	6.83%	Svc., Exclud. Protective & HH	48,767	10.87%	Jul 94:	5.1%	
6 Other Prof. Svcs.	28,252	6.30%	Precis. Produc./Craft/Repair	48,166	10.74%	All of 1995	4.0%	
7 Manufac., Non-Durables	27,007	6.02%	Machine Oprs., Fab., Assemb. & Inspec.	37,001	8.25%	All of 1996	4.5%	
8 Business & Repair Svcs.	21,806	4.86%	Technicians & Support	18,162	4.05%	All of 1997	4.1%	
9 Fin., Ins. & Real Estate	21,775	4.86%	Handlers, Cleaners, Help., Laborers	16,429	3.66%	All of 1998	3.9%	
10 Construction	21,090	4.70%	Transportation & Moving	16,272	3.63%	All of 1999	3.8%	
Total Metro Employees	448,433							
Top 10 Total Employees	385,164	85.89%						

Major Radio Station Sales

Major Radio Station Sales Since 1994

Year	Calls	From	To	Price	(E)
1994	WLQT-F	Liggett	Regent	\$5,500,000	
1994	WDOL-F (Englewood)		Regent	\$2,150,000	
1995	WTRJ-F (Troy)		WROU-F owner	\$1,100,000	
1996	WLQT-F, WDOL-F	Regent	Amer. Radio Sys.	\$12,000,000	
1996	WING-F	Osborn	Capstar		
1996	WLSN-F (106.5, Greenville)		WROU-F owner	\$2,350,000	
1996	WXEG-F		Amer. Radio Sys.	\$3,350,000	
1997	Amer. Radio stations traded to Jacor for its Kansas City operations				
1997	WING-F	Osborn	Great Trails	\$3,550,000	
1997	WING-AM, WGTZ-F	Great Trails	Clear Channel	\$14,000,000	
1998	WIZE (Springfield)		Jacor	\$525,000	
1998	WPTW/WCLR-F/WZLR-F	Giddens	Cox	\$6,300,000	
1998	WLSN-F		Jacor	\$3,400,000	
1998	WLQT-F, WTUE-F, WLSN-F, WBTT-F, WONE, WIZE, WXEG-F, WMMX-F	Jacor	Clear Channel		
1/18/99	WPTW AM	Cox Radio	Frontier	\$75,000	
2/11/99	WGTZ FM, WING AM, WING FM	Clear Channel	Blue Chip	Group: \$40,000,000	
6/25/99	WKSW FM	U. S. Broadcasting	Blue Chip	\$5,000,000	
2/8/01	WGTZ FM, WING AM, WING FM, WKSW FM	Blue Chip Broadcasting	Radio One		
	incl. WBLO-FM, bought by Blue Chip from New Albany				

Denver

2000 ARB Rank:	23	2000 Revenue:	\$188,900,000	Manager's Market Ranking (current):	4.8
2000 MSA Rank:	25	Rev per Share Point:	\$2,191,415	Manager's Market Ranking (future) :	4.1
2000 DMA Rank:	18	Population per Station:	60,461		
2000 Rev Rank:	15 of 173	2000 Revenue Change:	10.4%	Five-year revenue gain % (95-00):	79.1

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	105.5	115.2	136.3	152.5	171.1	188.9					
Yearly Growth Rate (95-00): 8.1% assigned											
Projected Revenue Estimates:							200.0	215.4	234.8	256.0	281.6
Revenue per Capita:	46.68	50.31	58.25	63.28	68.99	74.78					
Yearly Growth Rate (95-00): 7.1% assigned											
Projected Revenue per Capita:							77.76	82.28	88.14	94.40	102.10
Resulting Revenue Estimate:							209.4	225.5	245.8	268.0	294.8
Revenue as % of Retail Sales:	0.0038	0.0040	0.0046	0.0048	0.0051	0.0053					
Mean % (95-00) 0.0046											
Resulting Revenue Estimate:							175.9	186.7	197.4	208.2	219.0
MEAN REVENUE ESTIMATE:							195.1	209.2	226.0	244.1	265.1

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	2.260	2.290	2.340	2.410	2.480	2.526	2.572	2.618	2.664	2.712	2.758
Retail Sales (billions):	27.50	28.50	29.60	31.50	33.30	35.90	38.24	40.58	42.92	45.26	47.60

Market Profile

Below-the-Line Listening Shares:	0.0
Unlisted Station Listening:	13.8
Total Lost Listening:	13.8
Available Share Points:	86.2
Number of Viable Stations:	20.0
Average Share Points per Viable Station:	4.3
Rev. per Available Share Point:	\$2,191,415
Estimated Rev. for Mean Station:	\$9,423,085
Average HH Income:	\$52,088
Average Age:	35.7
Average Education:	13.3
Average Home Value:	\$89,300
Population Change (1999-2004):	9.4
Retail Sales Change (1999-2004):	35.9
Cable Penetration:	61.7
Number of Class B or C FMs:	15

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: KBCO FM, KBPI FM, KHIH FM, KHOW AM, KOA AM, KRFX FM, KTCL FM, KTLK AM	\$88,460,000	46.8
2 Jefferson-Pilot: KCKK AM, KJCD FM, KKFN AM, KQKS FM, KYGO FM	\$33,635,000	17.8
3 Tribune Broadcasting: KEZW AM, KKHK FM, KOSI FM	\$24,290,000	12.9
4 CBS/Infinity: KDJM FM, KIMN FM, KXKL FM	\$20,900,000	11.1
5 Emmis: KALC FM, KXPK FM	\$14,530,000	7.7
6 Entravision: KJMN FM, KMXA AM	\$4,415,000	2.3
7 Salem: KBJD AM, KNUS AM, KRKS AM, KRKS FM	\$540,000	0.3
8 Peoples Wireless, Inc.: KDKO AM	\$460,000	0.2
9 Montana Media, Inc.: KJME AM	\$440,000	0.2
10 Latino Communications: KVOD AM	\$435,000	0.2
11 ABC Inc.: KADZ AM, KDDZ AM	\$250,000	0.1
12 Crawford: KLDC AM, KLTT AM, KLVZ AM, KLZ AM	\$190,000	0.1

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. A handful of low-rated stations do not cooperate. Mangers predict 6% to 7% growth in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$188,900,000	23.2	0.0053
Television	\$314,000,000	38.6	0.0087
Newspaper	\$266,000,000	32.7	0.0074
Outdoor	\$25,000,000	3.1	0.0007
Cable TV	\$19,000,000	2.3	0.0005
Media Totals:	\$812,900,000		0.0226

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KOA AM	T/FS	\$29,750,000	15.7
2 KBCO FM	AOR-P	\$19,900,000	10.5
3 KYGO FM	C	\$19,500,000	10.3
4 KOSI FM	SAC	\$14,050,000	7.4
5 KRFX FM	CL AOR	\$13,780,000	7.3
6 KALC FM	AC/NR	\$11,780,000	6.2
7 KXKL AF	O	\$8,950,000	4.7
8 KKHK FM	CL AOR	\$8,070,000	4.3
9 KBPI FM	AOR-NR	\$7,900,000	4.2
10 KHOW AM	T	\$7,870,000	4.2
11 KIMN FM	AC	\$7,550,000	4.0
12 KQKS FM	CHR/U	\$7,540,000	4.0
13 KDJM FM	B/O	\$4,400,000	2.3
14 KKFN AM	SPRTS	\$4,070,000	2.2
15 KHIH FM	CHR	\$3,560,000	1.9
16 KTCL FM	AOR-P	\$3,420,000	1.8
17 KXPK FM	AOR-NR	\$2,750,000	1.5
18 KMXA AM	SP-R	\$2,600,000	1.4
19 KJCD FM	J	\$2,525,000	1.3
20 KTLK AM	T/SPRTS	\$2,280,000	1.2
21 KEZW AM	ST	\$2,170,000	1.1
22 KJMN FM	SP-C	\$1,815,000	1.0
23 KNUS AM	T	\$540,000	0.3
24 KDKO AM	B	\$460,000	0.2
25 KJME AM	SP-R	\$440,000	0.2
26 KVOD AM	CL	\$435,000	0.2
27 KADZ AM	KIDS	\$250,000	0.1
28 KLZ AM	ST	\$190,000	0.1

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	73.0	\$136,248,000	(+7.9)
National:	27.0	\$50,460,000	(+10)
Note: Trade equals 2.8% of local. It was 2.5% in 1999 and 3.1% in 1998			

Commerce and Industry

Important Businesses and Industries

Energy
Electronics
Research
Tourism
Food Processing
Government
Military
Aerospace

Fortune 500 Companies

Qwest Communications 120
Transmontaigne 345
Ball 453
Western Gas Resources 487

Forbes 500 Companies

AT&T Liberty Media Group
EchoStar Communications
Level 3 Communications
Qwest

Forbes Largest Private Companies

CH2M Hill Companies
Chef America
Leprino Foods
MediaNews Group
Quark
United Artist Theatre

INC 500 Companies

BMS
Carsan Engineering
Classic Sport Cos.
Compri Consulting
CrossLink
Enscicon
Experimental and Applied Sciences
FeelGood for Life
Integro
Juxtamark
Micro Source
MSS Group
Native American Systems
Orange Gio International
Xor

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	89.8	<\$20: 14.9	12-to-24 19.4
Black:	6.2	\$20-\$49.9: 30.6	25-to-54 60.4
Amer. Indian:	0.8	\$50-\$99.9: 36.4	55-plus 20.2
Asian/Pac.Isl.:	3.2	\$100+: 18.1	Non High School Grad: 13.3
Hispanic: *	14.9		High School Grad: 24.6
			College 1-3 years: 31.8
			College 4+ years: 30.3

Viable Stations

KALC-FM	KBCO-FM	KBPI-FM	KDJM-FM
KEZW-AM	KHIH-FM	KHOW-AM	KIMN-FM
KJCD-FM	KJMN-FM	KKFN-AM	KKHK-FM
KMXA-AM	KOA-AM	KOSI-FM	KQKS-FM
KRFX-FM	KTCL-FM	KTLK-AM	KXKL-AF
KXPK-FM	KYGO-FM		

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KWGN-TV	Denver	2	WB	Tribune	
KCNC-TV	Denver	4	CBS	CBS	
KRMA	Denver	6	PBS	Rocky Mtn	
KMGH-TV	Denver	7	ABC	McGraw-Hill	
KUSA-TV	Denver	9	NBC	Gannett	
KBDI	Broomfield	12	PBS	Front Range	
KTVD	Denver	20	UPN	Chan. 20	
KMAS-TV	Steamboat Springs	24	TEL	Telemundo	
KDVR	Denver	31	FOX	Fox	
KCEC	Denver	50	UNI	Entravision	
KWHD-TV	Castle Rock	53	IND	LeSea	
KPXC	Denver	59	PAX	Paxson	

Colleges and Universities

	(# of Students)
U. of Colorado at Boulder	25,104
Metropolitan State C of Denver	15,795
U. of Colorado at Denver	11,722
Red Rocks CC	7,957
Arapahoe CC	7,363
CC of Aurora	4,662
CC of Denver	4,453
(and more)	
Total Students (FT & PT)	91,995

Best Golf Courses

Castle Pines (Castle Rock), Cherry Hills, Arrowhead, CC or Rockies, Denver CC, GC of Castle Pines, Bear Creek, Rivrdle (Brighton)

Weather Data

Elevation:	5283		
Annual Precipitation:	14.6 in.		
Annual Snowfall:	60.1 in.		
Average Windspeed:	9.0 (S)		
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	43.5	87.4	64.0
Avg. Min. Temp:	16.2	58.6	36.2
Average Temp:	29.9	73.0	50.1

Major Daily Newspapers

	AM	PM	Sun	Owner
The Denver Post	376,549		520,049	MediaNews Inc.
Denver Rocky Mountain News	396,114		504,487	E W Scripps Co. (Scripps Howard)

Employment Breakdowns

By Industry

1 Retail Trade	173,979	16.26%
2 Fin., Ins. & Real Estate	97,025	9.07%
3 Other Prof. Svcs.	90,686	8.48%
4 Manufac., Durables	82,060	7.67%
5 Health Svcs.	79,634	7.44%
6 Educational Svcs.	71,552	6.69%
7 Business & Repair Svcs.	67,715	6.33%
8 Transportation	62,998	5.89%
9 Wholesale Trade	58,717	5.49%
10 Construction	56,352	5.27%
Total Metro Employees	1,069,666	
Top 10 Total Employees	840,718	78.60%

By Occupation

Admin. Support/Clerical	191,623	17.91%
Professional	174,841	16.35%
Exec., Admin. & Managerial	173,303	16.20%
Sales	140,978	13.18%
Svc., Exclud. Protective & HH	107,855	10.08%
Precis. Produc./Craft/Repair	94,258	8.81%
Technicians & Support	49,691	4.65%
Machine Oprs., Fab., Assemb. & Inspec.	40,755	3.81%
Transportation & Moving	34,518	3.23%
Handlers, Cleaners, Help., Laborers	31,896	2.98%

Unemployment

Jul 90:	4.5%
Jul 91:	4.3%
Jul 92:	5.9%
Jul 93:	5.2%
Jul 94:	4.1%
All of 1995	3.8%
All of 1996	3.8%
All of 1997	2.8%
All of 1998	3.2%
All of 1999	2.4%

Denver

Major Radio Station Sales

Major Radio Station Sales Since 1993

Year	Calls	From	To	Price	(E)
1993	KDEN		Kids Airwaves	\$800,000	
1993	KHIH-F (Boulder)	Crysler Capital	Salem	\$5,000,000	
1993	KRKS		Salem	\$500,000	
1993	KLTT	Mortenson	Crawford	\$660,000	
1993	KRZN	Booth	Jacor	\$1,600,000	
1994	KBPI-F	Citicasters	Secret	WWNK-F in Cinci. less \$3.8 mil	
1994	KZDG-F (Greeley)	Premiere	Shamrock	\$5,500,000	
1994	KKYD (1340)		Children's Broadcasting	\$850,000	
1995	KXKL A/F, KZDG-F	Shamrock	Chancellor	\$20,000,000	
1995	KVOD-F	Henry	Tribune Co.	\$3.5 mil + KCTC, KYMX-F (Sacramento)	
1995	KNUS		Salem	\$1,200,000	
1996	KBCO-AF	Noble	Jacor	\$27,100,000	
1996	KHOW	Noble	Jacor	\$4,800,000	
1996	KHIH-F	Noble	Jacor	\$15,800,000	
1996	KYBG/KNRX-F	Century	EXCL	\$7,700,000	
1996	KALC-F, KIMN-F Trade	Secret	Chancellor	KTBZ-F in Houston + \$6.4 mil	
1996	KCUV (1150)			\$700,000	
1996	KQKS-F (Longmont)		Jefferson-Pilot	\$16,000,000	
1997	KXPK-F		Chancellor	\$26,000,000	
1997	KBCO (1190)	Donated by Jacor			
1998	KBCO	Jacor	Univ. of CO		
1998	KIIX/KTCL-F	Tsunami	Jacor	\$500,000 + \$5.6M assumption	
1998	KKYD	Children's	Catholic		
1998	KQXI/KAYK (1690)		ABC	\$3,500,000	
1998	KHIH-F, KOA, KBCO-F, KTLK, KTCL-F, KHOW, KRFX-F, KBPI-F Jacor		Clear Channel		
1998	KBVI			\$575,000	
6/11/99	KCUV AM	Den-Mex, LLC	Radio Unica	\$2,800,000	
6/21/99	KBNO AM	Colorado Communications Corp.	Crawford	\$1,500,000	
1/31/00	KMXA AM	EXCL	Entravision	Group transaction: \$250,000,000	
1/31/00	KJMN FM	EXCL	Entravision	Group transaction: \$250,000,000	
3/6/00	KXPK FM	AMFM	Hispanic	AMFM/CCU divest. \$127,000,000	
3/6/00	KDJM FM	AMFM	CBS/Infinity	AMFM/CCU divestiture. \$1,400,000,000	
3/6/00	KIMN FM	AMFM	CBS/Infinity	AMFM/CCU divestiture. \$1,400,000,000	
3/6/00	KXKL FM	AMFM	CBS/Infinity	AMFM/CCU divestiture. \$1,400,000,000	
3/6/00	KALC FM	AMFM	Salem	AMFM/CCU divestiture. \$185,600,000	
3/13/00	KVOD AM	AMFM	Rodriguez	AMFM/CCU divestiture Reported \$4,000,000	
6/9/00	KXPK FM	AMFM	Emmis		Star Media
9/19/00	KALC FM	Salem	Emmis		
9/27/00	KVOD AM	Rodriguez Communications	Latino Communications	\$3,300,000	
10/10/00	KKYD AM	Catholic Family Radio	Colorado Public Radio	\$4,200,000	Media Svcs
10/11/00	KWBI FM	Educational Media Foundation	Educ. Media Found.		Pierce
3/26/01	KSKE AM	Pilgrim Communications	American General Media	\$1,000,000	

2000 ARB Rank:	92	2000 Revenue:	\$26,900,000	Manager's Market Ranking (current):	2.6
2000 MSA Rank:	115	Rev per Share Point:	\$304,643	Manager's Market Ranking (future):	3.4
2000 DMA Rank:	70	Population per Station:	20,410		
2000 Rev Rank:	77 of 173	2000 Revenue Change:	5.9%	Five-year revenue gain % (95-00):	29.3

Revenue History and Projections

	Radio Revenue History						Radio Revenue Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	20.8	23.0	23.6	24.9	25.4	26.9					
Yearly Growth Rate (95-00): 5.8% assigned											
Projected Revenue Estimates:							27.8	29.5	31.6	33.8	36.0
Revenue per Capita:	49.06	53.61	54.63	56.59	56.70	59.25					
Yearly Growth Rate (95-00): 5.9% assigned											
Projected Revenue per Capita:							60.44	63.31	66.95	70.71	74.38
Resulting Revenue Estimate:							29.1	30.9	33.1	35.4	37.7
Revenue as % of Retail Sales:	0.0047	0.0048	0.0046	0.0044	0.0042	0.0041					
Mean % (95-00) 0.0045											
Resulting Revenue Estimate:							31.5	33.3	35.1	36.9	38.7
MEAN REVENUE ESTIMATE:							29.5	31.2	33.3	35.4	37.5

Population and Demographic Estimates

	Historic						Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.424	0.429	0.432	0.440	0.448	0.454	0.460	0.466	0.472	0.478	0.484
Retail Sales (billions):	4.40	4.80	5.10	5.60	6.00	6.60	7.00	7.40	7.80	8.20	8.60

Market Profile

Below-the-Line Listening Shares:	1.1
Unlisted Station Listening:	10.6
Total Lost Listening:	11.7
Available Share Points:	88.3
Number of Viable Stations:	13.0
Average Share Points per Viable Station:	6.8
Rev. per Available Share Point:	\$304,643
Estimated Rev. for Mean Station:	\$2,071,572
Average HH Income:	\$51,341
Average Age:	36.3
Average Education:	12.7
Average Home Value:	\$59,600
Population Change (1999-2004):	6.7
Retail Sales Change (1999-2004):	36.7
Cable Penetration:	60.4
Number of Class B or C FMs:	11

Confidence Levels

2000 Revenue Estimates:
2001-to-2005 Revenue Estimates:

Comments: Market reports revenue to Hungerford.
KJJC-F and KCCQ-F do not participate.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$26,900,000	19.1	0.0041
Television	\$53,000,000	37.6	0.0080
Newspaper	\$52,000,000	36.9	0.0079
Outdoor	\$5,400,000	3.8	0.0008
Cable TV	\$3,700,000	2.6	0.0006
Media Totals:	\$141,000,000		0.0214

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: KASI AM, KCCQ FM, KDMI AM, KKDM FM, KLYF FM, KMXD FM, WHO AM	\$11,070,000	41.2
2 Saga: KAZR FM, KIOA FM, KLTI FM, KRNT AM, KSTZ FM, KXTK AM	\$8,030,000	29.9
3 Wilks Broadcasting: KBGG AM, KGGO FM, KHKI FM, KJJY FM, KRKQ FM	\$7,355,000	27.3
4 Lifestyle Communications, Inc.: KIIC FM, KJJC FM, KXLQ AM	\$125,000	0.5

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WHO AM	FS/T	\$7,560,000	28.1
2 KIOA FM	O	\$2,640,000	9.8
3 KGGO FM	CL AOR	\$2,300,000	8.6
4 KJJY FM	C	\$2,230,000	8.3
5 KSTZ FM	CHR/AC	\$2,150,000	8.0
6 KMXD FM	AC/CHR	\$1,560,000	5.8
7 KAZR FM	AOR	\$1,550,000	5.8
8 KHKI FM	C	\$1,500,000	5.6
9 KKDM FM	CHR	\$1,360,000	5.1
10 KLTI FM	SAC	\$1,300,000	4.8
11 KRKQ FM	CL AOR	\$1,250,000	4.6
12 KLYF FM	SAC	\$590,000	2.2
13 KCCQ FM	AOR-NR	\$320,000	1.2
14 KRNT AM	ST	\$240,000	0.9
15 KXTK AM	O	\$150,000	0.6
16 KJJC FM	SPRTS	\$125,000	0.5
17 KBGG AM	O	\$75,000	0.3

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	87.2	\$21,537,000	(+6)
National:	12.8	\$4,863,000	(+6)

Des Moines

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Agribusiness Insurance Food Processing Appliances Tires and Inner Tubes	Principal Financial Maytag	215 395		Hy-Vee Pella Weitz

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	93.1	<\$20: 16.9	12-to-24: 22.7
Black:	4.3	\$20-\$49.9: 33.8	25-to-54: 53.4
Amer. Indian:	0.3	\$50-\$99.9: 36.6	55-plus: 23.9
Asian/Pac. Isl.:	2.3	\$100+: 12.7	Non High School Grad: 13.6
Hispanic: *	3.1		High School Grad: 33.5
			College 1-3 years: 28.8
			College 4+ years: 24.2

Viable Stations

KAZR-FM	KCCQ-FM	KGGO-FM	KHKI-FM
KIOA-FM	KJJY-FM	KKDM-FM	KLTI-FM
KLYF-FM	KMXD-FM	KRKQ-FM	KRNT-AM
KSTZ-FM	WHO-AM		

Colleges and Universities

	(# of Students)
Des Moines Area CC	10,720
Drake U.	4,953
Graceland Coll.	4,167
Simpson Coll.	1,686
Grand View Coll.	1,314
Central Coll.	1,203
American Inst. of Business (and more)	865
Total Students (FT & PT)	25,393

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WOI-TV	Ames	5	ABC	Citadel (Lombardo)	
KCCI	Des Moines	8	CBS	Hearst-Argyle	
KDIN	Des Moines	11	PBS	IA Pub. Bcstg.	
WHO-TV	Des Moines	13	NBC	NY Times	
KDSM-TV	Des Moines	17	FOX	Sinclair	
KFPX	Newton	39	PAX	Paxson	

Best Golf Courses

Wakonda Club, Des Moines CC

Weather Data

Elevation:				938
Annual Precipitation:				31.5 in.
Annual Snowfall:				33.2 in.
Average Windspeed:				11.1 (NW)
	JAN	JUL	TOTAL YR.	
Avg. Max. Temp:	27.5	84.9	58.3	
Avg. Min. Temp:	11.3	65.3	39.7	
Average Temp:	19.4	75.1	49.0	

Employment Breakdowns

By Industry		By Occupation		Unemployment	
1 Retail Trade	41,262 16.84%	Admin. Support/Clerical	51,519 21.02%	Jul 90:	3.1%
2 Fin., Ins. & Real Estate	34,961 14.27%	Exec., Admin. & Managerial	34,882 14.23%	Jul 91:	3.4%
3 Health Svcs.	20,712 8.45%	Sales	33,564 13.70%	Jul 92:	3.6%
4 Other Prof. Svcs.	18,556 7.57%	Professional	33,497 13.67%	Jul 93:	5%
5 Educational Svcs.	18,360 7.49%	Svc., Exclud. Protective & HH	26,995 11.02%	Jul 94:	2.1%
6 Manufac., Non-Durables	17,856 7.29%	Precis. Produc./Craft/Repair	20,285 8.28%	All of 1995	2.6%
7 Wholesale Trade	14,416 5.88%	Machine Oprs., Fab., Assemb. & Inspec.	11,041 4.51%	All of 1996	2.8%
8 Public Administration	12,148 4.96%	Technicians & Support	9,155 3.74%	All of 1997	2.6%
9 Business & Repair Svcs.	12,088 4.93%	Handlers, Cleaners, Help., Laborers	8,735 3.56%	All of 1998	2.1%
10 Construction	11,275 4.60%	Transportation & Moving	8,195 3.34%	All of 1999	1.9%
Total Metro Employees	245,053				
Top 10 Total Employees	201,634 82.28%				

Major Radio Station Sales

Major Radio Station Sales Since 1994

Year	Calls	From	To	Price (E)
1994	KDMI, KGGO-F, KHKI-F	Amer. Radio Sys.		\$11,000,000
1996	KKSO, KJJY-FT	Fuller-Jeffrey	Barnstable	
1996	KRKQ-F	R. Ingstad	Barnstable	WCSO-F, WHOM-F & WLPZ in Portland, ME
1996	WHO	Palmer	Jacor	\$22,500,000
1996	KLYF-F	Palmer	Jacor	\$11,000,000
1996	KFMG-F		Saga	\$2,700,000
1996	KEZT-F (Ames)		Saga	\$3,200,000
1996	KDMI	Comm. Pacific	Capstar	\$700,000
1996	KGGO-F	Comm. Pacific	Capstar	\$14,000,000
1996	KHKI-F	Comm. Pacific	Capstar	\$3,200,000
1998	KMXD-F		Jacor	\$3,000,000
1998	KWKY			\$800,000
1998	KMXD-F/WHO/KYSY-F	Jacor	Clear Channel	
7/5/99	KKDM FM	Midwest Radio, Inc.	Clear Channel	\$7,350,000
7/7/99	KASI AM, KCCQ FM	Ames Broadcasting, Inc.	Clear Channel	\$4,000,000
11/27/99	KLTX FM		Heartland Radio Group	
3/9/00	KGGO FM	AMFM	Barnstable	AMFM/CCU divestiture. With KHKI FM: price NA
3/9/00	KHKI FM	AMFM	Barnstable	AMFM/CCU divestiture. With KGGO FM: price NA
3/20/01	KBGG AM, KGGO FM, KHKI FM, KJJY FM, KRKQ FM	Barnstable Broadcasting, Inc.	Wilks Broadcasting	Bergner

2000 ARB Rank:	7	2000 Revenue:	\$272,500,000	Manager's Market Ranking (current):	3.0
2000 MSA Rank:	6	Rev per Share Point:	\$3,135,788	Manager's Market Ranking (future) :	3.4
2000 DMA Rank:	9	Population per Station:	127,553		
2000 Rev Rank:	11 of 173	2000 Revenue Change:	14.9%	Five-year revenue gain % (95-00):	62.4

Revenue History and Projections

	Radio Revenue History						Radio Revenue Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	167.8	180.0	203.4	217.6	237.2	272.5					
Yearly Growth Rate (95-00): 6.4% assigned											
Projected Revenue Estimates:							286.1	306.1	327.5	353.8	382.1
Revenue per Capita:	34.60	37.04	41.68	44.59	47.06	53.96					
Yearly Growth Rate (95-00): 6.2% assigned											
Projected Revenue per Capita:							56.51	60.30	64.35	69.37	74.73
Resulting Revenue Estimate:							299.5	320.5	342.9	370.4	400.1
Revenue as % of Retail Sales:	0.0029	0.0030	0.0033	0.0034	0.0035	0.0038					
Mean % (95-00) 0.0033											
Resulting Revenue Estimate:							249.2	262.8	276.4	290.0	303.6
MEAN REVENUE ESTIMATE:							278.3	296.5	315.6	338.1	361.9

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	4.850	4.860	4.880	4.880	5.040	5.050	5.063	5.076	5.089	5.100	5.113
Retail Sales (billions):	58.00	59.40	62.20	63.70	67.00	71.40	75.52	79.64	83.76	87.88	92.00

Market Profile

Below-the-Line Listening Shares:	0.7
Unlisted Station Listening:	12.4
Total Lost Listening:	13.1
Available Share Points:	86.9
Number of Viable Stations:	23.0
Average Share Points per Viable Station:	3.8
Rev. per Available Share Point:	\$3,135,788
Estimated Rev. for Mean Station:	\$11,915,994
Average HH Income:	\$51,849
Average Age:	36.0
Average Education:	12.2
Average Home Value:	\$68,300
Population Change (1999-2004):	1.2
Retail Sales Change (1999-2004):	31.2
Cable Penetration:	69.1
Number of Class B or C FMs:	17

Confidence Levels

2000 Revenue Estimates:
2001-to-2005 Revenue Estimates:

Comments: Market reports revenue to Hungerford. Canadian stations plus WGPR-F, WCHB and WQBH do not participate.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$272,500,000	23.6	0.0038
Television	\$439,000,000	38.1	0.0061
Newspaper	\$357,000,000	31.0	0.0050
Outdoor	\$63,000,000	5.5	0.0009
Cable TV	\$21,500,000	1.9	0.0003
Media Totals:	\$1,153,000,000		0.0161

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 CBS/Infinity: WKRK FM, WOMC FM, WVMV FM, WWJ AM, WXYT AM, WYCD FM	\$93,380,000	34.3
2 Clear Channel: WDFN AM, WJLB FM, WKQI FM, WLLC FM, WMXD FM, WNIC FM, WYUR AM	\$83,370,000	30.6
3 Greater Media, Inc.: WCSX FM, WGRV FM, WRIF FM	\$41,620,000	15.3
4 ABC Inc.: WDRQ FM, WJR AM, WPLT FM	\$40,200,000	14.8
5 Radio One: WCHB AM, WDMK FM, WDTJ FM	\$10,440,000	3.8
6 WGPR, Inc.: WGPR FM	\$2,200,000	0.8
7 Queen's Broadcasting Corp.: WQBH AM	\$1,500,000	0.6

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WNIC FM	AC	\$31,300,000	11.5
2 WWJ AM	N/T	\$24,980,000	9.2
3 WOMC FM	O	\$24,300,000	8.9
4 WJR AM	FS/T	\$22,400,000	8.2
5 WRIF FM	AOR	\$20,680,000	7.6
6 WJLB FM	B	\$20,000,000	7.3
7 WCSX FM	CL AOR	\$15,040,000	5.5
8 WVMV FM	J	\$13,000,000	4.8
9 WYCD FM	C	\$12,600,000	4.6
10 WXYT AM	T	\$12,200,000	4.5
11 WDRQ FM	CHR	\$10,750,000	3.9
12 WKQI FM	CHR	\$10,630,000	3.9
13 WMXD FM	B/AC	\$10,200,000	3.7
14 WDTJ FM	B	\$8,325,000	3.1
15 WPLT FM	CHR-NR	\$6,950,000	2.6
16 WKRK FM	T	\$6,300,000	2.3
17 WGRV FM	B/O	\$5,900,000	2.2
18 WLLC FM	CL HITS	\$5,740,000	2.1
19 WDFN AM	SPRTS	\$5,500,000	2.0
20 WGPR FM	B/AC	\$2,200,000	0.8
21 WQBH AM	G	\$1,500,000	0.6
22 WDMK FM	B/AC	\$1,340,000	0.5
23 WCHB AM	B/G	\$775,000	0.3

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	70.8	\$190,137,000	(+13)
National:	29.2	\$78,504,000	(+16)

Note: Trade equals 2.3% of local. In 1999, it was 2.7%

NOTE: Canadian stations take about \$4 million out of the Detroit market.

Detroit

Commerce and Industry

Important Businesses and Industries

Automobile
Machinery
Steel
Machine Tools
Chemicals
Gas Transmission and Distribution

Fortune 500 Companies

General Motors 3
Ford Motor 4
Kmart 36
Lear 140
CMS Energy 211
Masco 255
Federal-Mogul 298
DTE Energy 318
Meritor Automotive 340
Kelly Services 381
Pulte 402
Comerica 411

Forbes 500 Companies

CMS Energy
Comerica
Delphi Automotive Systems
DTE Energy
Federal-Mogul
Ford
General Motors
Kmart
Lear
Masco
Visteon

Forbes Largest Private Companies

Barton Malow
CenTra
Guardian Industries
Illitch Ventures
McNaughton-McKay Electric
Meridian Automotive Systems
MSX International
Oxford Automotive
Plastipak Packaging
Sherwood Food Distributors
Simplified Employment Services
Soave Enterprises
Venture Industries
Walbridge, Aldinger

INC 500 Companies

Anacon
Computer Consultants of America
Engineering Solid Solutions
HTC Global Services
Image Process Design
Paramount Technologies
Portable Church Industries
Talking Book World

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	74.9	<\$20: 22.1 \$20-\$49.9: 30.8 \$50-\$99.9: 32.8 \$100+: 14.3	12-to-24: 20.5 25-to-54: 54.2 55-plus: 25.3
Black:	22.6		Non High School Grad: 23.6 High School Grad: 30.4 College 1-3 years: 27.9 College 4+ years: 18.2
Amer. Indian:	0.4		
Asian/Pac.Isl.:	2.1		
Hispanic: *	2.5		

Viable Stations

CIMX-FM	CKWW-AM	WCSX-FM	WDFN-AM
WDMK-FM	WDRQ-FM	WDTJ-FM	WGPR-FM
WGRV-FM	WJLB-FM	WJR-AM	WKQI-FM
WKRK-FM	WLLC-FM	WMXD-FM	WNIC-FM
WOMC-FM	WPLT-FM	WQBH-AM	WRIF-FM
WVMV-FM	WWJ-AM	WXYT-AM	WYCD-FM

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WJBK	Detroit	2	FOX	Fox	
WDIV	Detroit	4	NBC	Post-Newsweek	
WXYZ-TV	Detroit	7	ABC	Scripps Howard	
WDWB	Detroit	20	WB	Granite	
WPXD	Ann Arbor	31	PAX	Paxson	
WADL	Mt. Clemens	38	IND	Adell	
WKBD	Detroit	50	UPN	CBS	
WTVS	Detroit	56	PBS	Detroit ETV	
WWJ-TV	Detroit	62	CBS	CBS	

Major Daily Newspapers

	AM	PM	Sun	Owner
Detroit Free Press; The Detroit News and Free Press	365,145		768,913	Knight Ridder
The Detroit News; The Detroit News and Free Press		232,434	768,913	Gannett Co. Inc.

Colleges and Universities

(# of Students)

Wayne State U.	29,392
Henry Ford CC	8,593
U. of Michigan: Dearborn	7,682
Schoolcraft Coll.	6,873
Detroit C of Business	6,303
U. of Detroit Mercy	6,222
Oakland CC	4,665
(and more)	
Total Students (FT & PT)	91,473

Best Golf Courses

CC of Detroit, Oakland Hills, Detroit GC, Indianwood, TPC of Michigan

Weather Data

Elevation:	619		
Annual Precipitation:	31.5 in.		
Annual Snowfall:	31.7 in.		
Average Windspeed:	10.2 (SW)		
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	31.7	83.1	58.3
Avg. Min. Temp:	19.2	63.4	41.4
Average Temp:	25.5	73.3	49.9

Employment Breakdowns

By Industry

1 Manufac., Durables	431,499	20.92%
2 Retail Trade	361,084	17.51%
3 Health Svcs.	187,710	9.10%
4 Educational Svcs.	143,564	6.96%
5 Fin., Ins. & Real Estate	129,121	6.26%
6 Other Prof. Svcs.	125,806	6.10%
7 Business & Repair Svcs.	115,908	5.62%
8 Construction	96,753	4.69%
9 Wholesale Trade	90,942	4.41%
10 Manufac., Non-Durables	86,607	4.20%
Total Metro Employees	2,062,507	
Top 10 Total Employees	1,768,994	85.77%

By Occupation

Admin. Support/Clerical	347,031	16.83%
Professional	293,700	14.24%
Exec., Admin. & Managerial	253,629	12.30%
Precis. Produc./Craft/Repair	248,167	12.03%
Sales	245,143	11.89%
Svc., Exclud. Protective & HH	220,446	10.69%
Machine Oprs., Fab., Assemb. & Inspec.	173,026	8.39%
Technicians & Support	80,224	3.89%
Transportation & Moving	73,813	3.58%
Handlers, Cleaners, Help., Laborers	70,744	3.43%

Unemployment

Jul 90:	8.2%
Jul 91:	8.9%
Jul 92:	10.4%
Jul 93:	8.3%
Jul 94:	6.8%
All of 1995	5.1%
All of 1996	4.5%
All of 1997	3.9%
All of 1998	3.6%
All of 1999	3.5%

Major Radio Station Sales

Major Radio Station Sales Since 1993

Year	Calls	From	To	Price	(E)
1993	WLQV	Sold by Michael Glintner		\$2,800,000	
1993	WRIF-F	Great American	Greater Media	\$11,500,000	
1993	WMTG, WNIC-F	Fairmont	Bdcstg Partners	\$39,000,000	
1994	WXYT	Fritz	Infinity	\$23,000,000	
1994	WMXD-F	Fritz	Secret	\$13,000,000	
1995	WDOZ, WNIC-F	Bdcst. Prtns	Evergreen	\$37,000,000	
1995	WKQI-F	Bdcst. Prtns	Evergreen	\$44,000,000	
1995	WDFN, WWWW-F	Shamrock	Chancellor	\$18,000,000	
1995	WJR, WHYT-F	Cap Cities/ABC	Disney/ABC	\$71,000,000	
1995	WWJ, WYST-F	CBS	Westinghouse	\$50,000,000	
1995	WYCD-F	Alliance	Infinity	\$56,000,000	
1995	WQRS-F	Marlin	Amer. Radio Sys.	\$21,000,000	Cancelled
1996	WDFN, WWWW-F	Chancellor	Evergreen	\$30,000,000	
1996	WCAR	Wolpin	Children's Bdcstg	\$1,500,000	
1996	WQRS-F	Re-sold by Marlin	Amer. Radio Sys.	\$18,500,000	
1996	WDZR-F	Ragan Henry	SynCom		
1996	WQRS-F	Amer. Radio Sys.	Secret	\$27,000,000	
1996	WOMC-F	Infinity	Westinghouse	\$98,000,000	
1996	WXYT	Infinity	Westinghouse	\$20,000,000	
1996	WYCD-F	Infinity	Westinghouse	\$89,000,000	
1996	WJLB-F, WMXD-F	Secret	Westinghouse	\$168,000,000	
1996	WQRS-F	Secret	Westinghouse	\$32,000,000	
1996	WQRS-F	Traded by Evergreen	Greater Media		WWRC in Washington + \$9.5 mil
1997	Evergreen stations merged into Chancellor				
1997	WQBH			\$2,900,000	
1997	WEXL (1340: Royal Oak)		Crawford	\$3,500,000	
1997	WDRQ-F	Viacom	Chancellor	\$42,000,000	
1997	WDRQ-F	Chancellor	ABC/Disney	\$45,000,000	
1997	WLLZ (560: Monroe)	Greater Media	Crawford	\$3,150,000	
1997	WCHB-AF	Bell	Radio One	\$33,500,000	
1998	WQBH (Control)				
1998	WCAR (1090)	Children's		\$2,000,000	
1998	WWBR-F	Syncom	Radio One	\$27,000,000	
3/10/00	WHLS AM	Wisner Broadcasting	Liggett		Port Huron. With WSAQ-F: \$3,200,000
3/10/00	WSAQ FM	Wisner Broadcasting	Liggett		Port Huron. With WHLS: \$3,200,000
3/21/00	WPHM AM	Hanson Communications	Liggett		With WHYT, WBTI-F: \$2,240,000
3/21/00	WHYT AM	Hanson Communications	Liggett		With WBTI-F, WPHM: \$2,240,000
3/21/00	WBTI FM	Hanson Communications	Liggett		With WHYT, WPHM: \$2,240,000

Duluth

2000 ARB Rank:	219	2000 Revenue:	\$7,700,000	Manager's Market Ranking (current):	2.3	
2000 MSA Rank:	188	Rev per Share Point:	\$95,890	Manager's Market Ranking (future):	2.4	
2000 DMA Rank:	132	Population per Station:	7,806	17	Five-year revenue gain % (95-00):	42.6
2000 Rev Rank:	167 of 173	2000 Revenue Change:	8.5%			

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	5.4	5.7	6.2	6.7	7.1	7.7					
Yearly Growth Rate (95-00): 5.5% assigned											
Projected Revenue Estimates:							8.0	8.4	8.9	9.6	10.2
Revenue per Capita:	22.50	23.85	25.51	28.27	29.71	32.35					
Yearly Growth Rate (95-00): 5.1% assigned											
Projected Revenue per Capita:							33.76	35.59	37.87	40.68	43.40
Resulting Revenue Estimate:							8.4	8.8	9.3	10.1	10.7
Revenue as % of Retail Sales:	0.0023	0.0024	0.0026	0.0027	0.0026	0.0026					
Mean % (95-00) 0.0025											
Resulting Revenue Estimate:							7.9	8.3	8.7	9.1	9.5
MEAN REVENUE ESTIMATE:							8.1	8.5	9.0	9.6	10.1

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.240	0.239	0.243	0.237	0.239	0.238	0.237	0.236	0.235	0.236	0.235
Retail Sales (billions):	2.30	2.40	2.40	2.50	2.70	3.00	3.16	3.32	3.48	3.64	3.80

Market Profile

Below-the-Line Listening Shares:	2.4
Unlisted Station Listening:	17.3
Total Lost Listening:	19.7
Available Share Points:	80.3
Number of Viable Stations:	10.5
Average Share Points per Viable Station:	7.6
Rev. per Available Share Point:	\$95,890
Estimated Rev. for Mean Station:	\$728,764
Average HH Income:	\$38,119
Average Age:	37.8
Average Education:	12.3
Average Home Value:	\$45,100
Population Change (1999-2004):	-1.3
Retail Sales Change (1999-2004):	34.8
Cable Penetration:	49.0
Number of Class B or C FMs:	7

Confidence Levels

2000 Revenue Estimates:	Below Normal
2001-to-2005 Revenue Estimates:	Below Normal

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$7,700,000	15.0	0.0026
Television	\$19,500,000	37.9	0.0065
Newspaper	\$20,000,000	38.9	0.0067
Outdoor	\$2,600,000	5.1	0.0009
Cable TV	\$1,600,000	3.1	0.0005
Media Totals:	\$51,400,000		0.0171

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Brill Media Co.: KKCB FM, KLDJ FM, KUSZ FM, WEBC AM	\$3,070,000	39.9
2 Shockley Communications Corp.: KDAL AM, KDAL FM, KRBR FM, KTCO FM, KXTP AM, WDSM AM	\$2,785,000	36.2
3 Curtis Squire, Inc.: KQDS AM, KQDS FM, KZIO FM, WWAX FM	\$1,740,000	22.6

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KKCB FM	C	\$1,540,000	20.0
2 KQDS FM	AOR	\$890,000	11.6
3 KDAL AM	FS	\$825,000	10.7
4 KLDJ FM	O	\$800,000	10.4
5 KDAL FM	AC	\$750,000	9.7
6 WWAX FF	AC/NR	\$680,000	8.8
7 KRBR FM	AOR-NR	\$540,000	7.0
8 KTCO FM	C	\$510,000	6.6
9 WEBC AM	T	\$450,000	5.8
10 KUSZ FM	AC/CHR	\$280,000	3.6
11 KZIO FM	CL HITS	\$170,000	2.2
12 WDSM AM	SPRTS	\$160,000	2.1

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Mining Lumber Fishing Food Products				CP Internet

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	96.3	<\$20: 28.5	12-to-24 20.4
Black:	0.7	\$20-\$49.9: 36.9	25-to-54 48.5
Amer. Indian:	2.1	\$50-\$99.9: 28.4	55-plus 31.0
Asian/Pac.Isl.:	0.9	\$100+:	6.2
Hispanic: *	0.8		

Viable Stations

KDAL-AM	KDAL-FM	KKCB-FM	KLDJ-FM
KQDS-FM	KRBR-FM	KTCO-FM	KUSZ-FM
KZIO-FM	WDSM-AM	WEBC-AM	WWAX-FF

Colleges and Universities

	(# of Students)
U. of Minnesota: Duluth	8,020
U. of Wisconsin-Superior	2,660
Lake Superior College: A Community and Technical Coll.	2,631
C of St. Scholastica	2,084
Fond Du Lac Tribal and CC	360
Total Students (FT & PT)	15,755

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KDLH-TV	Duluth	3	CBS	Benedek	
KBJR-TV	Duluth	6	NBC	Granite	
WDSE	Duluth	8	PBS	Duluth-Superior	
WDIO-TV	Duluth	10	ABC	Hubbard	
KQDS-LP	Duluth	21	FOX	Red River	

Major Daily Newspapers

	AM	PM	Sun	Owner
Duluth News-Tribune	51,999		76,620	Knight Ridder

Weather Data

Elevation:	1428		
Annual Precipitation:	28.4 in.		
Annual Snowfall:	78.7 in.		
Average Windspeed:	11.5 (NW)		
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	17.6	76.4	48.1
Avg. Min. Temp:	-0.6	54.7	29.1
Average Temp:	8.5	65.6	28.6

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade 20,872 20.49%	Svc., Exclud. Protective & HH 15,960 15.67%	All of 1995 5.7%
2 Health Svcs. 11,932 11.71%	Admin. Support/Clerical 14,959 14.68%	All of 1996 5.6%
3 Educational Svcs. 10,367 10.18%	Professional 14,573 14.31%	All of 1997 5.0%
4 Other Prof. Svcs. 7,130 7.00%	Precis. Produc./Craft/Repair 12,505 12.28%	All of 1998 4.0%
5 Manufac., Durables 6,260 6.15%	Sales 12,055 11.83%	All of 1999 4.1%
6 Construction 5,621 5.52%	Exec., Admin. & Managerial 9,948 9.77%	
7 Transportation 5,277 5.18%	Transportation & Moving 5,805 5.70%	
8 Public Administration 4,954 4.86%	Machine Oprs., Fab., Assemb. & Inspec. 4,763 4.68%	
9 Mining 4,901 4.81%	Handlers, Cleaners, Help., Laborers 4,270 4.19%	
10 Fin., Ins. & Real Estate 4,198 4.12%	Technicians & Support 3,922 3.85%	
Total Metro Employees 101,867		
Top 10 Total Employees 81,512 80.02%		

Major Radio Station Sales

Major Radio Station Sales Since 1994

Year	Calls	From	To	Price	(E)
1994	KXTP, WAKX-F		Sold to KZIO-F, WDSM owner	\$800,000	
1994	KLXK-F		WKLK owner	\$120,000	
1995	KLXK-F		Brill	\$700,000	
1996	KQDS-AF				
1996	KXTP, WDSM, KTCO-F, KZIO-F		Shockley	\$3,800,000	
1996	WKKQ, WTBX-F	Sold by Midwest Comm.	Central States	\$1,800,000	
1997	KDDS/KQDS-F			\$1,750,000	
1998	KDDS/KQDS-F	Fant	Curtis Squire	\$5,550,000	
3/18/99	KZIO FM		Curtis Squire	with WWAX-F: \$2,100,000	
3/18/99	WWAX FM		Curtis Squire	with KZIO-F: \$2,100,000	
9/10/99	KUSZ FM	Befera	Brill Media	\$1,000,000	

El Paso

2000 ARB Rank:	70	2000 Revenue:	\$23,000,000	Manager's Market Ranking (current):	2.9	
2000 MSA Rank:	79	Rev per Share Point:	\$279,126	Manager's Market Ranking (future) :	3.4	
2000 DMA Rank:	98	Population per Station:	20,193			
2000 Rev Rank:	86 of 173	2000 Revenue Change:	10.6%	28	Five-year revenue gain % (95-00):	42.0

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	16.2	17.0	18.4	19.6	20.8	23.0					
Yearly Growth Rate (95-00): 6.3% assigned											
Projected Revenue Estimates:							24.0	24.9	26.7	28.7	30.3
Revenue per Capita:	23.38	24.32	26.10	27.61	29.09	31.72					
Yearly Growth Rate (95-00): 5.1% assigned											
Projected Revenue per Capita:							32.65	33.42	35.36	37.62	39.20
Resulting Revenue Estimate:							25.1	26.1	28.0	30.0	31.7
Revenue as % of Retail Sales:	0.0031	0.0033	0.0035	0.0036	0.0036	0.0038					
Mean % (95-00) 0.0035											
Resulting Revenue Estimate:							22.3	23.3	24.3	25.3	26.3
MEAN REVENUE ESTIMATE:							23.8	24.8	26.3	28.0	29.4

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.693	0.699	0.705	0.710	0.715	0.725	0.735	0.745	0.755	0.763	0.773
Retail Sales (billions):	5.20	5.10	5.20	5.50	5.80	6.10	6.38	6.66	6.94	7.22	7.50

Market Profile

Below-the-Line Listening Shares:	7.5
Unlisted Station Listening:	10.1
Total Lost Listening:	17.6
Available Share Points:	82.4
Number of Viable Stations:	13.0
Average Share Points per Viable Station:	6.3
Rev. per Available Share Point:	\$279,126
Estimated Rev. for Mean Station:	\$1,758,494
Average HH Income:	\$31,669
Average Age:	30.4
Average Education:	11.0
Average Home Value:	\$57,300
Population Change (1999-2004):	6.7
Retail Sales Change (1999-2004):	24.5
Cable Penetration:	60.0
Number of Class B or C FMs:	11

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. All but a few low-rated stations cooperate. None of the Mexican stations except XEPR-F report.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$23,000,000	17.8	0.0038
Television	\$53,000,000	41.1	0.0087
Newspaper	\$44,100,000	34.2	0.0072
Outdoor	\$5,500,000	4.3	0.0009
Cable TV	\$3,300,000	2.6	0.0005
Media Totals:	\$128,900,000		0.0211

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: KHEY FM, KHEY AM, KPRR FM, KTSM FM, KTSM AM, XEPR FM	\$7,280,000	31.7
2 Regent: KLAQ FM, KROD AM, KSII FM	\$6,221,000	27.0
3 Entravision: KBIV AM, KHRO FM, KINT FM, KOFX FM, KSVE/KINT AF	\$4,416,000	19.2
4 Hispanic Broadcasting: KAMA AM, KBNA AM, KBNA FM	\$4,298,000	18.7
5 Mexican Owner (LMAd to Clear Channel): XEWR AM, XHGU FM, XHH FM, XHIM FM, XROK AM	\$210,000	0.9
6 Spanish Christian Broadcasting: KVIV AM	\$110,000	0.5

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KBNA AF	SP-C	\$4,107,000	17.9
2 KLAQ FM	AOR	\$3,635,000	15.8
3 KPRR FM	CHR/U	\$3,339,000	14.5
4 KSII FM	AC	\$2,172,000	9.4
5 KTSM FM	SAC	\$2,090,000	9.1
6 KSVE/KINT AFSP		\$1,990,000	8.7
7 KOFX FM	O	\$1,594,000	6.9
8 KHEY FM	C	\$860,000	3.7
9 KHRO FM	CL HITS	\$832,000	3.6
10 KTSM AM	N/T	\$487,000	2.1
11 KROD AM	REL	\$414,000	1.8
12 XEPR FM	CL AOR	\$363,000	1.6
13 XHH FM	SP-AC	\$210,000	0.9
14 KAMA AM	SP-TJ	\$191,000	0.8
15 KHEY AM	SPRTS	\$141,000	0.6
16 KVIV AM	SP-REL	\$110,000	0.5

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	80.2	\$18,190,000	(+9.4)
National:	19.8	\$4,491,000	(+13.9)

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Agribusiness Military Mining, Smelting Clothing				

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	94.4	<\$20: 32.2	12-to-24 27.7
Black:	3.5	\$20-\$49.9: 41.4	25-to-54 51.9
Amer. Indian:	0.5	\$50-\$99.9: 20.9	55-plus 20.4
Asian/Pac. Isl.:	1.6	\$100+: 5.5	
Hispanic: *	75.6		

Viable Stations

KAMA-AM	KBNA-AF	KBNA-FM	KELP-AM
KHEY-AM	KHEY-FM	KHRO-FM	KINT-FM
KLAQ-FM	KOFX-FM	KPRR-FM	KROD-AM
KSII-FM	KTSM-AM	KTSM-FM	

Competitive Media

Major Over the Air Television Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KDBC-TV	El Paso	4	CBS	Imes	
KVIA-TV	El Paso	7	ABC	News-Press & Gazette	
KTSM-TV	El Paso	9	NBC	Comcorp	
KCOS	El Paso	13	PBS	El Paso TV	
KFOX-TV	El Paso	14	FOX	Cox	
KINT-TV	El Paso	26	UNI	Entravision	
KMAZ-TV	Las Cruces	48	TEL	Lee	
KKWB (JSA)	El Paso	65	WB/UPN	White Knight	Galloway

Colleges and Universities

	(# of Students)
El Paso CC	18,769
U. of Texas at El Paso	14,681
New Mexico State U.	14,202
Dona Ana Branch CC of New Mexico State U.	3,724
Border Inst. of Tech.	250
Total Students (FT & PT)	51,626

Major Daily Newspapers	AM	PM	Sun	Owner
El Paso Times	75,181		95,098	Gannett Co. Inc.

Best Golf Courses

Santa Theresa CC, Coronado CC, El Paso CC

Weather Data

Elevation:			3918
Annual Precipitation:			8.5 in.
Annual Snowfall:			4.4 in.
Average Windspeed:			9.6 (N)
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	57.0	94.6	77.2
Avg. Min. Temp:	30.2	69.9	49.5
Average Temp:	43.6	82.3	63.4

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade	Admin. Support/Clerical	Jul 90: 10.7%
2 Educational Svcs.	Professional	Jul 91: 10.8%
3 Manufac., Non-Durables	Sales	Jul 92: 10.6%
4 Manufac., Durables	Svc., Exclud. Protective & HH	Jul 93: 10.1%
5 Health Svcs.	Precis. Produc./Craft/Repair	Jul 94: 10.4%
6 Public Administration	Exec., Admin. & Managerial	All of 1995: 10.4%
7 Business & Repair Svcs.	Machine Oprs., Fab., Assemb. & Inspec.	All of 1996: 11.6%
8 Fin., Ins. & Real Estate	Handlers, Cleaners, Help., Laborers	All of 1997: 11.1%
9 Construction	Transportation & Moving	All of 1998: 10.2%
10 Other Prof. Svcs.	Technicians & Support	All of 1999: 9.4%
Total Metro Employees		
Top 10 Total Employees		

El Paso

Major Radio Station Sales

Major Radio Station Sales Since 1993

Year	Calls	From	To	Price	(E)
1993	KSET-F		Sold to Jim Phillips, Jr.	\$2,700,000	
1994	KOFX-F		KSET owner	\$3,000,000	
1995	KVIV			\$550,000	
1995	KAMA	Pinnacle	Tichenor	\$490,000	
1995	KAMZ-F	Pinnacle	New Wave	\$2,000,000	
1996	KHEY-AF	Ragan Henry	Clear Channel	\$10,000,000	
1996	KPRR-F	Ragan Henry	Clear Channel	\$9,000,000	
1996	KAMA, KBNA-F	Tichenor	Heftel		
1996	KSVE, KINT-F				
1997	KTSM-AF		Galloway	\$6,300,000	
1998	KTSM-AF	ComCorp	Clear Channel	\$10,500,000	
9/14/99	KROD AM	New Wave	Regent Comm.	with KLAQ, KSII: \$23,500,000	
9/14/99	KLAQ FM	New Wave	Regent Comm.	with KROD, KSII: \$23,500,000	
9/14/99	KSII FM	New Wave	Regent Comm.	with KROD, KLAQ: \$23,500,000	
10/22/99	KATH FM	Magic Media, Inc.	Entravision	With KOFX: price NA	
10/22/99	KOFX FM	Magic Media, Inc.	Entravision	With KATH: price NA	

2000 ARB Rank:	156	2000 Revenue:	\$10,400,000	Manager's Market Ranking (current):	3.0
2000 MSA Rank:	172	Rev per Share Point:	\$124,105	Manager's Market Ranking (future) :	3.2
2000 DMA Rank:	142	Population per Station:	19,275		
2000 Rev Rank:	155 of 173	2000 Revenue Change:	8.3%	Five-year revenue gain % (95-00):	42.5

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	7.3	7.7	8.3	8.9	9.6	10.4					
Yearly Growth Rate (95-00): 5.6% assigned											
Projected Revenue Estimates:							10.8	11.4	12.1	13.1	13.9
Revenue per Capita:	25.89	27.40	29.54	31.79	34.66	37.68					
Yearly Growth Rate (95-00): 5.7% assigned											
Projected Revenue per Capita:							39.27	41.61	44.32	48.52	51.67
Resulting Revenue Estimate:							11.3	11.9	12.7	13.7	14.6
Revenue as % of Retail Sales:	0.0029	0.0029	0.0029	0.0030	0.0031	0.0033					
Mean % (95-00) 0.0030											
Resulting Revenue Estimate:							10.0	10.4	10.9	11.3	11.7
MEAN REVENUE ESTIMATE:							10.7	11.3	11.9	12.7	13.4

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.282	0.281	0.281	0.280	0.277	0.276	0.275	0.274	0.273	0.270	0.269
Retail Sales (billions):	2.50	2.70	2.90	3.00	3.10	3.20	3.34	3.48	3.62	3.76	3.90

Market Profile

Below-the-Line Listening Shares:	2.9
Unlisted Station Listening:	13.3
Total Lost Listening:	16.2
Available Share Points:	83.8
Number of Viable Stations:	8.0
Average Share Points per Viable Station:	10.5
Rev. per Available Share Point:	\$124,105
Estimated Rev. for Mean Station:	\$1,303,103
Average HH Income:	\$42,024
Average Age:	35.4
Average Education:	12.3
Average Home Value:	\$54,000
Population Change (1999-2004):	-2.5
Retail Sales Change (1999-2004):	21.3
Cable Penetration:	68.4
Number of Class B or C FMs:	3

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Managers expect 5% to 6% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$10,400,000	17.0	0.0033
Television	\$21,600,000	35.2	0.0068
Newspaper	\$24,600,000	40.1	0.0077
Outdoor	\$2,900,000	4.7	0.0009
Cable TV	\$1,800,000	2.9	0.0006
Media Totals:	\$61,300,000		0.0192

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 NextMedia: WFGO FM, WFNN AM, WLKK AM, WRKT FM, WRTS FM	\$5,960,000	57.3
2 Regent: WJET FM, WRIE AM, WXKC FM, WXTA FM	\$3,635,000	35.0
3 Pennsylvania State University: WPSE AM	\$130,000	1.3

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WRTS FM	CHR	\$1,950,000	18.8
2 WRKT FM	AOR	\$1,750,000	16.8
3 WXKC FM	AC	\$1,550,000	14.9
4 WFGO FM	O	\$1,500,000	14.4
5 WXTA FM	C	\$1,250,000	12.0
6 WJET FM	AC/NR	\$660,000	6.3
7 WLKK AM	T	\$420,000	4.0
8 WFNN AM	SPRTS	\$340,000	3.3
9 WRIE AM	ST	\$175,000	1.7
10 WPSE AM	T	\$130,000	1.3

Erie

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Metal Mfg. Plastics Paper				

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	92.5	<\$20: 24.7	12-to-24 22.9
Black:	6.5	\$20-\$49.9: 39.4	25-to-54 49.1
Amer. Indian:	0.2	\$50-\$99.9: 29.0	55-plus 28.0
Asian/Pac. Isl.:	0.8	\$100+: 6.8	Non High School Grad: 21.9
Hispanic: *	1.9		High School Grad: 42.0
			College 1-3 years: 19.5
			College 4+ years: 16.6

Viable Stations

WFGO-FM	WFNN-AM	WJET-FM	WLKK-AM
WRIE-AM	WRKT-FM	WRTS-FM	WXKC-FM
WXTA-FM			

Colleges and Universities

	(# of Students)
Edinboro U. of Pennsylvania	6,386
Penn State Erie, The Behrend Coll.	3,207
Mercyhurst Coll.	2,722
Gannon U.	2,570
Allegheny Coll.	1,870
Kent State U.: Ashtabula Regional Campus	1,237
Erie Business Center	274
(and more)	
Total Students (FT & PT)	18,567

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WICU-TV	Erie	12	NBC	SJL	
WJET-TV	Erie	24	ABC	Nexstar	
WSEE-TV	Erie	35	CBS	WSEE TV	
WQLN	Erie	54	PBS	PB of NW PA	
WFXP	Erie	66	FOX	Bastet	Nexstar

Major Daily Newspapers

	AM	PM	Sun	Owner
Morning News; Erie Daily Times; Weekender; Times-News	36,244	31,163	89,895	Times Publishing Inc.

Best Golf Courses

Weather Data

NO WEATHER DATA AVAILABLE
See Buffalo for an approximation

Employment Breakdowns

By Industry			By Occupation			Unemployment	
1	Manufac., Durables	23,798 19.09%	Admin. Support/Clerical	18,519 14.86%	All of 1995	6.4%	
2	Retail Trade	22,406 17.98%	Professional	16,949 13.60%	All of 1996	5.8%	
3	Health Svcs.	12,819 10.29%	Svc., Exclud. Protective & HH	15,711 12.61%	All of 1997	5.9%	
4	Manufac., Non-Durables	11,015 8.84%	Precis. Produc./Craft/Repair	15,517 12.45%	All of 1998	5.2%	
5	Educational Svcs.	10,748 8.62%	Sales	14,095 11.31%	All of 1999	5.0%	
6	Fin., Ins. & Real Estate	6,658 5.34%	Machine Oprs., Fab., Assemb. & Inspec.	13,588 10.90%			
7	Other Prof. Svcs.	6,546 5.25%	Exec., Admin. & Managerial	12,869 10.33%			
8	Construction	5,449 4.37%	Handlers, Cleaners, Help., Laborers	5,017 4.03%			
9	Business & Repair Svcs.	4,366 3.50%	Transportation & Moving	4,635 3.72%			
10	Wholesale Trade	4,232 3.40%	Technicians & Support	4,070 3.27%			
	Total Metro Employees	124,634					
	Top 10 Total Employees	108,037 86.68%					

Major Radio Station Sales

Major Radio Station Sales Since 1995

Year	Calls	From	To	Price	(E)
1995	WRIE, WXKC-F		Taken over by AT&T	\$2,350,000	
1996	WRIE, WXKC-F	Atmor	Jim Embrescia	\$3,250,000	
1997	WFGO-F		Bill Fleckenstein	\$1,510,000	
1997	WXTA-F		Media One	\$3,300,000	
1998	WRKT-F/WRTS-F		Media One-Erie	\$5,350,000	
1998	WFGO-F	Fleckenstein	M. Jones	\$2,000,000	
5/20/99	WRIE AM	Media One	Regent Comm.	with WXKC FM, WXTA FM: \$13,500,000	
5/20/99	WXKC FM	Media One	Regent Comm.	with WRIE AM, WXTA FM: \$13,500,000	
5/20/99	WXTA FM	Media One	Regent Comm.	with WRIE AM, WXKC FM: \$13,500,000	
5/27/99	WFLP AM	Heart Broadcasting, Inc.	Rambaldo Communications, Inc.	\$840,118	
5/27/99	WLKK AM	KDC, Inc.	Rambaldo Communications, Inc.	\$875,000	
9/17/99	WFLP AM	Rambaldo Communications	NextMedia	With WLKK, WRKT FM, WRTS FM: \$15,000,000	
9/17/99	WLKK AM	Rambaldo Communications	NextMedia	With WFLP, WRKT FM, WRTS FM: \$15,000,000	
9/17/99	WRKT FM	Rambaldo Communications	NextMedia	With WFLP, WLKK, WRTS FM: \$15,000,000	
9/17/99	WRTS FM	Rambaldo Communications	NextMedia	With WFLP, WLKK, WRKT FM: \$15,000,000	
11/18/99	WFGO FM	Myron Jones	NextMedia	With WJET: \$10,000,000	
11/18/99	WJET FM	Myron Jones	NextMedia	With WFGO: \$10,000,000	
6/15/00	WZPR FM	Great Circle Broadcasting	Forever Broadcasting		
1/9/01	WJET FM	NextMedia	Regent Comm.	\$5,000,000	

2000 ARB Rank:	143	2000 Revenue:	\$12,300,000	Manager's Market Ranking (current):	2.2
2000 MSA Rank:	157	Rev per Share Point:	\$159,477	Manager's Market Ranking (future) :	2.5
2000 DMA Rank:	122	Population per Station:	18,943		
2000 Rev Rank:	147 of 173	2000 Revenue Change:	7.9%	Five-year revenue gain % (95-00):	24.2

Revenue History and Projections

	Radio Revenue History						Radio Revenue Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	9.9	10.7	10.0	10.6	11.4	12.3					
Yearly Growth Rate (95-00): 5.5% assigned											
Projected Revenue Estimates:							12.8	13.5	14.3	15.4	16.5
Revenue per Capita:	32.57	34.63	32.26	33.76	35.85	38.44					
Yearly Growth Rate (95-00): 5.5% assigned											
Projected Revenue per Capita:							39.75	41.67	43.87	47.24	50.31
Resulting Revenue Estimate:							13.4	14.1	15.0	16.1	17.3
Revenue as % of Retail Sales:	0.0032	0.0032	0.0029	0.0029	0.0028	0.0027					
Mean % (95-00) 0.0030											
Resulting Revenue Estimate:							14.3	15.1	15.8	16.6	17.4
MEAN REVENUE ESTIMATE:							13.5	14.2	15.0	16.0	17.1

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.304	0.309	0.310	0.314	0.318	0.320	0.322	0.324	0.326	0.326	0.328
Retail Sales (billions):	3.10	3.30	3.50	3.60	4.10	4.50	4.76	5.02	5.28	5.54	5.80

Market Profile

Below-the-Line Listening Shares:	0.5
Unlisted Station Listening:	23.0
Total Lost Listening:	23.5
Available Share Points:	76.5
Number of Viable Stations:	11.0
Average Share Points per Viable Station:	7.0
Rev. per Available Share Point:	\$159,477
Estimated Rev. for Mean Station:	\$1,116,339
Average HH Income:	\$38,942
Average Age:	36.5
Average Education:	12.9
Average Home Value:	\$65,800
Population Change (1999-2004):	2.5
Retail Sales Change (1999-2004):	35.1
Cable Penetration:	62.4
Number of Class B or C FMs:	7

Highest Billing Radio Entities

(includes duopolies and combos)

Combined Revenue Revenue Share

Highest Billing Stations

RELIABLE ESTIMATES ARE NOT AVAILABLE FOR THIS MARKET

Confidence Levels

2000 Revenue Estimates:	Much Below Normal
2001-to-2005 Revenue Estimates:	Much Below Normal

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$12,300,000	100.0	0.0027
Television			
Newspaper			
Outdoor			
Cable TV			
Media Totals:	\$12,300,000		0.0027

Note: Use Newspaper and Outdoor estimates with caution.

2000 ARB Rank: 152	2000 Revenue: \$19,100,000	Manager's Market Ranking (current): 3.5
2000 MSA Rank: 167	Rev per Share Point: \$229,292	Manager's Market Ranking (future) : 3.5
2000 DMA Rank: 97	Population per Station: 17,271	
2000 Rev Rank: 105 of 173	2000 Revenue Change: 8.5%	Five-year revenue gain % (95-00): 41.5

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	13.5	14.2	14.8	16.0	17.6	19.1					
Yearly Growth Rate (95-00): 5.9% assigned											
Projected Revenue Estimates:							20.0	21.3	22.5	24.1	25.8
Revenue per Capita:	46.71	48.97	51.03	54.98	60.48	65.41					
Yearly Growth Rate (95-00): 6.0% assigned											
Projected Revenue per Capita:							68.26	72.45	76.27	81.70	87.16
Resulting Revenue Estimate:							20.9	22.3	23.6	25.2	27.0
Revenue as % of Retail Sales:	0.0036	0.0038	0.0039	0.0041	0.0043	0.0044					
Mean % (95-00) 0.0040											
Resulting Revenue Estimate:							18.3	19.4	20.6	21.7	22.8
MEAN REVENUE ESTIMATE:							19.8	21.0	22.2	23.7	25.2

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.289	0.290	0.290	0.291	0.291	0.292	0.293	0.294	0.295	0.295	0.296
Retail Sales (billions):	3.70	3.70	3.80	3.90	4.10	4.30	4.58	4.86	5.14	5.42	5.70

Market Profile

Below-the-Line Listening Shares:	4.7
Unlisted Station Listening:	12.0
Total Lost Listening:	16.7
Available Share Points:	83.3
Number of Viable Stations:	11.0
Average Share Points per Viable Station:	7.6
Rev. per Available Share Point:	\$229,292
Estimated Rev. for Mean Station:	\$1,742,619
Average HH Income:	\$42,051
Average Age:	36.9
Average Education:	12.0
Average Home Value:	\$54,500
Population Change (1999-2004):	1.4
Retail Sales Change (1999-2004):	32.2
Cable Penetration:	61.2
Number of Class B or C FMs:	5

Confidence Levels

2000 Revenue Estimates:
2001-to-2005 Revenue Estimates:

Comments: Market reports revenue to Miller, Kaplan. WGAB does not participate.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$19,100,000	18.7	0.0044
Television	\$41,000,000	40.1	0.0095
Newspaper	\$36,400,000	35.6	0.0085
Outdoor	\$3,100,000	3.0	0.0007
Cable TV	\$2,700,000	2.6	0.0006
Media Totals:	\$102,300,000		0.0238

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 South Central Communications: WABX FM, WEOA AM, WIKY FM, WJPS FM	\$7,355,000	38.5
2 Brill Media Co.: WBKR FM, WKDQ FM, WSTO FM	\$7,300,000	38.2
3 Clear Channel: WDKS FM, WGBF FM, WGBF AM, WTRI FM, WYNG FM	\$3,517,000	18.4
4 Newburgh Broadcasting Corp.: WGAB AM	\$215,000	1.1
5 Lackey Group: WSON AM	\$190,000	1.0

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WIKY FM	AC	\$4,500,000	23.6
2 WKDQ FM	C	\$3,100,000	16.2
3 WSTO FM	CHR	\$2,200,000	11.5
4 WBKR FM	C	\$2,000,000	10.5
5 WJPS FM	O	\$1,600,000	8.4
6 WGBF FM	AOR	\$1,300,000	6.8
7 WABX FM	CL AOR	\$1,050,000	5.5
8 WYNG FM	C	\$960,000	5.0
9 WDKS FM	CHR	\$450,000	2.4
10 WTRI FM	CL HITS	\$426,000	2.2
11 WGBF AM	T/SPRTS	\$370,000	1.9
12 WGAB AM	T	\$215,000	1.1
13 WEOA AM	B/AC	\$205,000	1.1
14 WSON AM	ST	\$190,000	1.0

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	91.4	\$16,907,000	(+9.3)
National:	8.6	\$1,589,000	(-1.8)

Note: Trade equals 9.7% of local. In 1999, it was 9.6%

NOTE: WBKR derives as much as 80% of its revenue from the Owensboro market, yet it apparently reports all of its revenue to the Evansville market. This inflates Evansville's revenue by about \$2 million.

Evansville

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Mining (Coal) Agribusiness Electrical Equipment Food Processing Refrigerators and Freezers			Koch Enterprises Golden Rule Financial	

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	92.8	<\$20: 23.9	12-to-24 19.9
Black:	6.4	\$20-\$49.9: 36.3	25-to-54 52.2
Amer. Indian:	0.2	\$50-\$99.9: 31.0	55-plus 27.9
Asian/Pac. Isl.:	0.7	\$100+: 8.8	Non High School Grad: 24.4
Hispanic: *	0.8		High School Grad: 36.8
			College 1-3 years: 23.6
			College 4+ years: 15.2

Viable Stations

WABX-FM	WDKS-FM	WEOA-AM	WGAB-AM
WGBF-AM	WGBF-FM	WIKY-FM	WJPS-FM
WKDQ-FM	WSON-AM	WSTO-FM	WTRI-FM
WYNG-FM			

Colleges and Universities

	(# of Students)
U. of Southern Indiana	7,993
U. of Evansville	2,724
Ivy Tech State College: Southwest	2,143
Henderson CC	1,300
Illinois Eastern CCs: Wabash Valley Coll.	1,022
Total Students (FT & PT)	15,182

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WTVW	Evansville	7	FOX	Quorum	
WNIN	Evansville	9	PBS	Tri-State	
WFIE-TV	Evansville	14	NBC	Cosmos	
WAZE-TV	Madisonville, KY	19	WB	South Central	
WEHT	Evansville	25	ABC	Gilmore	
WKMA	Madisonville, KY	35	PBS	KY ETV	
WEVV	Evansville	44	CBS	Comcorp of IN	
WWAZ-LP	Evansville	52	WB	South Central	
WTSN-LP	Evansville	58	PAX	Comcorp of IN	

Best Golf Courses

Evansville CC, Oak Meadow

Weather Data

NO WEATHER DATA AVAILABLE
See Louisville for an approximation

Major Daily Newspapers

	AM	PM	Sun	Owner
The Evansville Courier & Press	71,568		104,800	E W Scripps Co. (Scripps Howard)

Employment Breakdowns

By Industry

1 Retail Trade	26,412	18.83%
2 Manufac., Durables	16,493	11.76%
3 Manufac., Non-Durables	15,747	11.23%
4 Health Svcs.	14,385	10.26%
5 Educational Svcs.	9,378	6.69%
6 Construction	8,068	5.75%
7 Fin., Ins. & Real Estate	7,520	5.36%
8 Other Prof. Svcs.	7,435	5.30%
9 Wholesale Trade	6,546	4.67%
10 Business & Repair Svcs.	5,929	4.23%
Total Metro Employees	140,250	
Top 10 Total Employees	117,913	84.07%

By Occupation

Admin. Support/Clerical	20,922	14.92%
Precis. Produc./Craft/Repair	17,892	12.76%
Professional	17,158	12.23%
Sales	16,988	12.11%
Svc., Exclud. Protective & HH	16,797	11.98%
Exec., Admin. & Managerial	14,716	10.49%
Machine Oprs., Fab., Assemb. & Inspec.	12,688	9.05%
Transportation & Moving	6,796	4.85%
Handlers, Cleaners, Help., Laborers	6,390	4.56%
Technicians & Support	5,648	4.03%

Unemployment

Jul 90:	4.5%
Jul 91:	5.8%
Jul 92:	5.9%
Jul 93:	4%
Jul 94:	5.2%
All of 1995	5.2%
All of 1996	4.5%
All of 1997	4.3%
All of 1998	3.7%
All of 1999	3.2%

Major Radio Station Sales

Major Radio Station Sales Since 1993

Year	Calls	From	To	Price	(E)
1993	WOMI, WBKR-F (Owensboro)		Brill	\$2,700,000	
1995	WNTE-F (Chandler)		So. Central	\$1,260,000	
1996	WGBF-AM		Connoisseur	\$2,290,000	
1996	WRBT-F		Connoisseur	\$1,300,000	
1996	WVJS, WSTO-F		Brill	\$6,600,000	
1997	WKDQ-F	Bristol	Brill	\$8,000,000	
1998	WYNG-F	Pinnacle	Connoisseur	\$6,000,000	
1998	WVHI			\$440,000	
3/25/99	WBLZ FM	Posey County Bcstg.	The Original Co.	with WPCO: \$360,000	
3/25/99	WPCO AM	Posey County Bcstg.	The Original Co.	with WBLZ: \$360,000	
4/27/99	WBNI AM, WBNI FM	Boonville Broadcasting	CCM Ministries, Inc.	with WBNI FM: \$425,000	
10/18/99	WBNI AM, WBNI FM	Boonville Broadcasting	CCM Ministries, Inc.	Cancelled	
10/18/99	WBNI AM, WBNI FM	Boonville Broadcasting	John Englebrecht	With WBNI-FM: \$400,000	
11/29/99	WGBF AM	Connoisseur	Cumulus	Group sale: \$242,000,000	
11/29/99	WGBF FM	Connoisseur	Cumulus	Group sale: \$242,000,000	
11/29/99	WYNG FM	Connoisseur	Cumulus	Group sale: \$242,000,000	
11/29/99	WTRI FM	Connoisseur	Cumulus	Group sale: \$242,000,000	
7/25/00	WGBF AM, WGBF FM, WTRI FM, WYNG FM	Cumulus	Clear Channel		
12/4/00	WDKS FM	Newburgh Broadcasting Corp.	Clear Channel	\$7,000,000	

2000 ARB Rank:	211	2000 Revenue:	\$13,600,000	Manager's Market Ranking (current):	3.0
2000 MSA Rank:	232	Rev per Share Point:	\$197,975	Manager's Market Ranking (future) :	3.4
2000 DMA Rank:	120	Population per Station:	10,862		
2000 Rev Rank:	136 of 173	2000 Revenue Change:	7.1%	Five-year revenue gain % (95-00):	51.1

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	9.0	9.5	10.6	11.6	12.7	13.6					
Yearly Growth Rate (95-00): 6.0% assigned											
Projected Revenue Estimates:							14.1	14.9	15.8	16.8	17.9
Revenue per Capita:	54.55	56.89	63.10	68.24	73.84	78.16					
Yearly Growth Rate (95-00): 5.6% assigned											
Projected Revenue per Capita:							80.11	83.71	87.78	93.33	98.35
Resulting Revenue Estimate:							14.8	15.6	16.5	17.6	18.7
Revenue as % of Retail Sales:	0.0047	0.0048	0.0050	0.0050	0.0049	0.0047					
Mean % (95-00) 0.0049											
Resulting Revenue Estimate:							15.2	16.2	17.2	18.1	19.1
MEAN REVENUE ESTIMATE:							14.7	15.6	16.5	17.5	18.6

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.165	0.167	0.168	0.170	0.172	0.174	0.176	0.178	0.180	0.180	0.182
Retail Sales (billions):	1.90	2.00	2.10	2.30	2.60	2.90	3.10	3.30	3.50	3.70	3.90

Market Profile

Below-the-Line Listening Shares:	1.8
Unlisted Station Listening:	9.3
Total Lost Listening:	11.1
Available Share Points:	88.9
Number of Viable Stations:	10.5
Average Share Points per Viable Station:	8.5
Rev. per Available Share Point:	\$197,975
Estimated Rev. for Mean Station:	\$1,682,788
Average HH Income:	\$45,415
Average Age:	32.2
Average Education:	12.9
Average Home Value:	\$64,500
Population Change (1999-2004):	4.7
Retail Sales Change (1999-2004):	42.3
Cable Penetration:	63.3
Number of Class B or C FMs:	7

Confidence Levels

2000 Revenue Estimates:	Below Normal
2001-to-2005 Revenue Estimates:	Below Normal

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$13,600,000	19.5	0.0047
Television	\$29,700,000	42.5	0.0102
Newspaper	\$22,400,000	32.0	0.0077
Outdoor	\$2,200,000	3.1	0.0008
Cable TV	\$2,000,000	2.9	0.0007
Media Totals:	\$69,900,000		0.0241

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: KFGO AM, KFGO FM, KRVI FM, KULW FM, KVOX AM, WDAY FM	\$6,930,000	39.4
2 Triad: KLTA FM, KPFX FM, KQJD AM, KQWB FM, KQWB AM, KVOX FM	\$2,950,000	16.8
3 Forum Publishing Co.: WDAY AM	\$900,000	5.1

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KFGO AM	FS	\$3,900,000	22.2
2 KFGO FM	C	\$1,300,000	7.4
3 KLTA FM	AC	\$1,100,000	6.3
4 WDAY FM	CHR	\$1,000,000	5.7
5 KPFX FM	CL AOR	\$1,000,000	5.7
6 WDAY AM	N/T	\$900,000	5.1
7 KQWB FM	AOR	\$850,000	4.8
8 KRVI FM	AC	\$730,000	4.1

NOTE: Confidence in these figures is low. Use with caution.

Fargo

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Agribusiness				Intellisol International

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	96.9	<\$20: 22.5	12-to-24 27.1
Black:	0.4	\$20-\$49.9: 35.8	25-to-54 50.8
Amer. Indian:	1.3	\$50-\$99.9: 32.2	55-plus 22.1
Asian/Pac. Isl.:	1.4	\$100+: 9.5	
Hispanic: *	2.0		

Viable Stations

KFGO-AM	KFGO-FM	KLTA-FM	KPFX-FM
KQWB-AM	KQWB-FM	KRVI-FM	KULW-FM
KVOX-AM	KVOX-FM	WDAY-AM	WDAY-FM

Colleges and Universities

	(# of Students)
North Dakota State U.	9,533
Moorhead State U.	5,995
Concordia College: Moorhead	2,940
Total Students (FT & PT)	18,468

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KXJB-TV	Valley City	4	CBS	Catamount	
WDAY-TV	Fargo	6	ABC	Fargo Forum	
KVLY-TV	Fargo	11	NBC	Sunrise	
KFME	Fargo	13	PBS	Prairie Pub. Bcstg.	
KVRR	Fargo	15	FOX	Red River	

Weather Data

Elevation:		896	
Annual Precipitation:		21.0 in.	
Annual Snowfall:		34.3 in.	
Average Windspeed:		12.7 (N)	
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	15.4	82.8	51.4
Avg. Min. Temp:	-3.4	58.6	30.1
Average Temp:	5.9	70.7	40.8

Major Daily Newspapers

	AM	PM	Sun	Owner
Forum	51,449		65,385	Forum Communications Co.

Employment Breakdowns

By Industry			By Occupation			Unemployment	
1 Retail Trade	18,084	19.98%	Admin. Support/Clerical	15,055	16.64%	All of 1995	2.5%
2 Educational Svcs.	10,523	11.63%	Professional	13,611	15.04%	All of 1996	2.5%
3 Health Svcs.	10,399	11.49%	Svc., Exclud. Protective & HH	13,280	14.67%	All of 1997	1.8%
4 Fin., Ins. & Real Estate	7,135	7.88%	Sales	12,862	14.21%	All of 1998	1.7%
5 Other Prof. Svcs.	6,337	7.00%	Exec., Admin. & Managerial	10,890	12.03%	All of 1999	2.0%
6 Wholesale Trade	5,604	6.19%	Precis. Produc./Craft/Repair	7,628	8.43%		
7 Construction	4,847	5.36%	Transportation & Moving	3,822	4.22%		
8 Transportation	4,436	4.90%	Technicians & Support	3,463	3.83%		
9 Business & Repair Svcs.	3,871	4.28%	Machine Oprs., Fab., Assemb. & Inspec.	3,369	3.72%		
10 Manufac., Durables	3,632	4.01%	Handlers, Cleaners, Help., Laborers	3,108	3.43%		
Total Metro Employees	90,498						
Top 10 Total Employees	74,868	82.73%					

Major Radio Station Sales

Major Radio Station Sales Since 1991

Year	Calls	From	To	Price	(E)
1991	KFGO-AF		Otter Tail Power Co		
1994	KPFX-F		Tom Ingstad	\$375,000	
1996	KQFN, KQWB-F	Brill	J. Ingstad	\$2,000,000	
1996	KVOX-AF		Otter Tail	\$3,500,000	
1996	WDAY-F	Forum	T. Ingstad	\$1,500,000	
1996	KFGX-F	Leighton	Otter Tail	\$1,300,000	
1996	KPHT-F (Kindred)		Otter Tail	\$800,000	
1996	KPFX-F	Tom Ingstad	Jim Ingstad	\$2,125,000	
1998	KPHT-F, KVOX, KFGX-F, KVOX-F, KFGO-AF	Varistar (Otter Tail)	Jim Ingstad	\$24,000,000	
5/18/99	KPFX FM	Jim Ingstad	Triad	Group: \$37,800,000	
5/18/99	KLTA FM	Jim & Tom Ingstad	Triad	Group: \$37,800,000	
5/18/99	KQWB AM	Jim Ingstad	Triad	Group: \$37,800,000	
5/18/99	KQWB FM	Jim Ingstad	Triad	Group: \$37,800,000	
5/18/99	KVOX FM	Jim Ingstad	Triad	Group: \$37,800,000	
5/18/99	KQJD AM	Jim Ingstad	Triad	Group: \$37,800,000	
12/21/99	KVMI FM	KIPS, Inc.	Vision Mgmt., Inc.		
7/7/00	KFGO AM	James Ingstad Broadcast Group	Clear Channel		MVP
7/7/00	KFGO FM	James Ingstad	Clear Channel		MVP
7/7/00	KRVI FM	James Ingstad	Clear Channel		MVP
7/7/00	KULW FM	James Ingstad	Clear Channel		MVP
7/7/00	KVOX AM	James Ingstad Broadcast Group	Clear Channel		MVP
7/7/00	WDAY FM	Tom Ingstad Broadcast Group	Clear Channel		MVP

2000 ARB Rank:	126	2000 Revenue:	\$20,200,000	Manager's Market Ranking (current):	4.2
2000 MSA Rank:	164	Rev per Share Point:	\$280,166	Manager's Market Ranking (future):	3.8
2000 DMA Rank:	29 (Raleigh)	Population per Station:	19,159		
2000 Rev Rank:	101 of 173	2000 Revenue Change:	6.9%	Five-year revenue gain % (95-00):	78.8

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	11.3	12.6	14.0	16.9	18.9	20.2					
Yearly Growth Rate (95-00): 6.9% assigned											
Projected Revenue Estimates:							21.0	22.1	23.4	25.5	26.9
Revenue per Capita:	38.05	44.21	49.12	58.68	66.08	70.63					
Yearly Growth Rate (95-00): 6.1% assigned											
Projected Revenue per Capita:							73.43	77.27	81.82	88.85	93.73
Resulting Revenue Estimate:							22.0	23.1	24.5	26.7	28.2
Revenue as % of Retail Sales:	0.0045	0.0047	0.0050	0.0056	0.0061	0.0061					
Mean % (95-00) 0.0053											
Resulting Revenue Estimate:							18.3	19.2	20.0	20.9	21.7
MEAN REVENUE ESTIMATE:							20.4	21.5	22.6	24.4	25.6

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.297	0.285	0.285	0.288	0.286	0.286	0.286	0.286	0.286	0.287	0.287
Retail Sales (billions):	2.50	2.70	2.80	3.00	3.10	3.30	3.46	3.62	3.78	3.94	4.10

Market Profile

Below-the-Line Listening Shares:	17.5
Unlisted Station Listening:	10.4
Total Lost Listening:	27.9
Available Share Points:	72.1
Number of Viable Stations:	9.0
Average Share Points per Viable Station:	8.0
Rev. per Available Share Point:	\$280,166
Estimated Rev. for Mean Station:	\$2,241,328
Average HH Income:	\$42,062
Average Age:	29.7
Average Education:	12.4
Average Home Value:	\$59,200
Population Change (1999-2004):	0.3
Retail Sales Change (1999-2004):	27.1
Cable Penetration:	N/A
Number of Class B or C FMs:	7

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. Managers predict 5% to 6% revenue growth in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$20,200,000	45.7	0.0061
Television	\$24,000,000	54.3	0.0073
Newspaper			
Outdoor			
Cable TV			
Media Totals:	\$44,200,000		0.0134

Note: Use Newspaper and Outdoor estimates with caution. Part of Raleigh DMA. TV revenue is estimate of Fayetteville's contribution to total revenue for Raleigh DMA.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Beasley Broadcast Group: WAZZ AM, WFLB FM, WKML FM, WUKS FM, WYRU AM, WZFX FM	\$11,830,000	58.6
2 Cumulus Media: WFNC AM, WFNC FM, WKQB FM, WQSM FM, WRCQ FM	\$7,300,000	36.1
3 Pro Media, Inc.: WFMO AM, WSTS FM	\$475,000	2.4
4 WIDU Broadcasting, Inc.: WIDU AM	\$280,000	1.4
5 James E. Carson: WCCG FM	\$160,000	0.8

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WKML FM	C	\$4,550,000	22.5
2 WZFX FM	B	\$4,100,000	20.3
3 WQSM FM	AC/CHR	\$3,250,000	16.1
4 WFLB FM	O	\$2,330,000	11.5
5 WRCQ FM	AOR	\$1,600,000	7.9
6 WFNC AM	N/T	\$1,350,000	6.7
7 WKQB FM	CL AOR	\$1,100,000	5.4
8 WUKS FM	B/AC	\$600,000	3.0
9 WSTS FM	G	\$475,000	2.4
10 WIDU AM	B/G	\$280,000	1.4
11 WCCG FM	B/O	\$160,000	0.8
12 WAZZ AM	ST	\$150,000	0.7
13 WYRU AM	REL	\$100,000	0.5

Fayetteville, NC

Commerce and Industry

Important Businesses and Industries

Poultry Packing
Sporting Goods
Military
Tires and Inner Tubes

Fortune 500 Companies

Wal-Mart Stores 2
Tyson Foods 257

Forbes 500 Companies

Tyson Foods
Wal-Mart

Forbes Largest Private Companies

INC 500 Companies

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	63.1	<\$20: 18.0	12-to-24 28.5
Black:	31.2	\$20-\$49.9: 38.3	25-to-54 52.9
Amer. Indian:	1.9	\$50-\$99.9: 32.7	55-plus 18.6
Asian/Pac. Isl.:	3.8	\$100+: 11.0	Non High School Grad: 19.5
Hispanic: *	9.6		High School Grad: 31.3
			College 1-3 years: 32.4
			College 4+ years: 16.8

Viable Stations

WFLB-FM	WFNC-AM	WIDU-AM	WKML-FM
WKQB-FM	WQSM-FM	WRCQ-FM	WSTS-FM
WUKS-FM	WZFX-FM		

Colleges and Universities

(# of Students)

Fayetteville Technical CC	7,270
Fayetteville State U.	3,257
Sandhills CC	2,114
Methodist Coll.	1,851
Sampson CC	817
Total Students (FT & PT)	15,309

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WUNU	Lumberton	31	S:WUNC	U. of NC	
WFPX	Fayetteville	62	PAX	Paxson	

Also see Raleigh-Durham

Major Daily Newspapers

	AM	PM	Sun	Owner
Fayetteville Observer-Times	65,065		76,994	Ramon Yarborough

Best Golf Courses

Weather Data

NO WEATHER DATA AVAILABLE
See Raleigh for an approximation

Employment Breakdowns

By Industry

1 Retail Trade	22,156	21.61%
2 Educational Svcs.	10,380	10.12%
3 Manufac., Non-Durables	9,972	9.72%
4 Public Administration	8,369	8.16%
5 Health Svcs.	8,288	8.08%
6 Manufac., Durables	6,678	6.51%
7 Construction	6,373	6.21%
8 Fin., Ins. & Real Estate	5,281	5.15%
9 Other Prof. Svcs.	4,962	4.84%
10 Business & Repair Svcs.	4,364	4.26%
Total Metro Employees	102,548	
Top 10 Total Employees	86,823	84.67%

By Occupation

Admin. Support/Clerical	14,726	14.36%
Sales	14,602	14.24%
Professional	13,428	13.09%
Precis. Produc./Craft/Repair	12,004	11.71%
Svc., Exclud. Protective & HH	11,865	11.57%
Exec., Admin. & Managerial	10,637	10.37%
Machine Oprs., Fab., Assemb. & Inspec.	8,509	8.30%
Transportation & Moving	4,915	4.79%
Handlers, Cleaners, Help., Laborers	4,402	4.29%
Technicians & Support	3,425	3.34%

Unemployment

All of 1995	5.4%
All of 1996	4.7%
All of 1997	4.1%
All of 1998	4.1%
All of 1999	3.8%

Major Radio Station Sales

Major Radio Station Sales Since 1995

Year	Calls	From	To	Price	(E)
1995	WFAI		Colonial	\$175,000	
1996	WEWO, WAZZ-F	Curtis	Beasley	\$4,200,000	
1996	WZFX-F		Dodenhoff	\$7,000,000	
1996	WYRU, WLRD-F		Dodenhoff	\$1,200,000	
1996	WFLB	Curtis	Beasley	\$229,000	
1997	WYRU/WLRD-F		Beasley	\$1,200,000	
1997	WIOZ-F		WKQB-F owner	\$316,500	
	(102.5: South Pines)				
1997	WTSB (580: Lumberton)	Beasley	Willis	\$75,000	
1997	WJSK-F		Cape Fear	\$700,000	
1998	WRCQ-F	Peterson	Cape Fear	\$4,300,000	
1998	WRRZ			\$400,000	
9/23/99	WFNC AM, WFNC FM, WQSM FM, WRCQ FM, Wilmington, NC stns.	Cape Fear Bcstg.	Cumulus	\$47,000,000	
10/18/99	WCIE AM	W&V Broadcasting	Colonial Radio Group	\$45,000	
7/21/00	WKQB FM	Muirfield Broadcasting, Inc.	Cumulus	\$6,150,000	
3/20/01	WCIE AM	Colonial Radio Group, Inc.	Ashley Bordeaux		

2000 ARB Rank:	119	2000 Revenue:	\$16,200,000	Manager's Market Ranking (current):	3.5
2000 MSA Rank:	121	Rev per Share Point:	\$306,818	Manager's Market Ranking (future) :	2.9
2000 DMA Rank:	64 (w/Saginaw)	Population per Station:	27,354		
2000 Rev Rank:	119 of 173	2000 Revenue Change:	3.2%	Five-year revenue gain % (95-00):	36.1

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	11.9	12.5	13.4	14.8	15.7	16.2					
Yearly Growth Rate (95-00): 5.4% assigned											
Projected Revenue Estimates:							16.6	17.5	18.6	19.7	20.9
Revenue per Capita:	27.36	28.60	30.59	33.87	35.76	36.82					
Yearly Growth Rate (95-00): 4.7% assigned											
Projected Revenue per Capita:							37.64	39.59	41.99	44.27	46.86
Resulting Revenue Estimate:							17.4	18.3	19.5	20.6	21.9
Revenue as % of Retail Sales:	0.0025	0.0025	0.0026	0.0027	0.0028	0.0028					
Mean % (95-00) 0.0027											
Resulting Revenue Estimate:							15.9	16.5	17.3	18.1	18.9
MEAN REVENUE ESTIMATE:							16.6	17.4	18.5	19.5	20.6

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.435	0.437	0.438	0.437	0.439	0.440	0.441	0.442	0.443	0.445	0.446
Retail Sales (billions):	4.70	5.00	5.20	5.40	5.70	5.80	5.90	6.10	6.40	6.70	7.00

Market Profile

Below-the-Line Listening Shares:	36.0
Unlisted Station Listening:	11.2
Total Lost Listening:	47.2
Available Share Points:	52.8
Number of Viable Stations:	10.0
Average Share Points per Viable Station:	5.3
Rev. per Available Share Point:	\$306,818
Estimated Rev. for Mean Station:	\$1,626,135
Average HH Income:	\$42,784
Average Age:	35.0
Average Education:	12.3
Average Home Value:	\$50,500
Population Change (1999-2004):	1.4
Retail Sales Change (1999-2004):	17.5
Cable Penetration:	65.0
Number of Class B or C FM's:	3

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Hungerford. Managers expect a 4% to 5% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$16,200,000	16.4	0.0028
Television	\$36,600,000	37.2	0.0063
Newspaper	\$40,000,000	40.6	0.0069
Outdoor	\$5,700,000	5.8	0.0010
Cable TV			
Media Totals:	\$98,500,000		0.0170

Note: Use Newspaper and Outdoor estimates with caution. Split TV DMA with Saginaw/Bay City. TV revenue is Flint's share. Total TV revenue is estimated at \$61,000,000.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Cumulus Media: WDZZ FM, WFDF AM, WRSR FM, WWCK FM	\$7,760,000	47.9
2 Regent: WCRZ FM, WFNT AM, WWBN FM	\$5,065,000	31.3
3 Citadel: WFBE FM, WTRX AM	\$2,660,000	16.4
4 Praestantia Broadcasting, Inc.: WOVE FM	\$500,000	3.1
5 1090 Investments, LLC: WOAP AM	\$225,000	1.4
6 Christian Evan. Bcstg Association: WFLT AM	\$150,000	0.9

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WCRZ FM	AC	\$3,830,000	23.6
2 WDZZ FM	B	\$3,400,000	21.0
3 WWCK FM	CHR	\$3,300,000	20.4
4 WFBE FM	C	\$2,530,000	15.6
5 WWBN FM	AOR	\$1,025,000	6.3
6 WFDF AM	T/SPRTS	\$660,000	4.1
7 WOVE FM	B/O	\$500,000	3.1
8 WRSR FM	SAC	\$400,000	2.5
9 WOAP AM	ST	\$225,000	1.4
10 WFNT AM	ST	\$210,000	1.3
11 WFLT AM	G	\$150,000	0.9
12 WTRX AM	SPRTS	\$130,000	0.8

Flint

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Automotive Chemicals Paints, Varnishes				

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	77.0	<\$20: 26.5	12-to-24 22.1
Black:	21.2	\$20-\$49.9: 32.1	25-to-54 54.2
Amer. Indian:	0.7	\$50-\$99.9: 31.9	55-plus 23.7
Asian/Pac. Isl.:	1.0	\$100+: 9.5	Non High School Grad: 22.4
Hispanic: *	2.7		High School Grad: 34.0
			College 1-3 years: 30.4
			College 4+ years: 13.1

Viable Stations

WCRZ-FM	WDZZ-FM	WFBE-FM	WFDF-AM
WFLT-AM	WFNT-AM	WOAP-AM	WOWE-FM
WRSR-FM	WTRX-AM	WWBN-FM	WWCK-FM

Colleges and Universities

	(# of Students)
Mott CC	8,097
U. of Michigan: Flint	6,435
Baker C of Flint	4,135
Kettering U.	3,252
Total Students (FT & PT)	21,919

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WNEM-TV	Bay City	5	CBS	Meredith	
WJRT-TV	Flint	12	ABC	ABC	
WDCQ	Univ. Ctr.	19	PBS	Delta Col.	
WEYI-TV	Saginaw	25	NBC/WB	Sunrise	
WFUM	Flint	28	PBS	U. of MI	
WSMH	Flint	66	FOX	Sinclair	

Best Golf Courses

Warwick Hills

Weather Data

NO WEATHER DATA AVAILABLE
See Detroit for an approximation

Major Daily Newspapers

	AM	PM	Sun	Owner
The Flint Journal		91,940	110,257	Advance Pub.(Booth)

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Manufac., Durables	Machine Oprs., Fab., Assemb. & Inspec.	Jul 90: 8.6%
2 Retail Trade	Precis. Produc./Craft/Repair	Jul 91: 10.7%
3 Health Svcs.	Admin. Support/Clerical	Jul 92: 13%
4 Educational Svcs.	Professional	Jul 93: 11.1%
5 Other Prof. Svcs.	Svc., Exclud. Protective & HH	Jul 94: 9.3%
6 Business & Repair Svcs.	Sales	All of 1995: 6.8%
7 Fin., Ins. & Real Estate	Exec., Admin. & Managerial	All of 1996: 6.3%
8 Construction	Handlers, Cleaners, Help., Laborers	All of 1997: 5.5%
9 Wholesale Trade	Transportation & Moving	All of 1998: 5.8%
10 Transportation	Technicians & Support	All of 1999: 5.5%
Total Metro Employees		
Top 10 Total Employees		

Major Radio Station Sales

Major Radio Station Sales Since 1992

Year	Calls	From	To	Price	(E)
1992	WTAC	Sold by Gore		\$400,000	
1993	WDZZ-F		Connoisseur		
1994	WKMF-F (Tuscola)		Faircom	\$450,000	
1997	WFBE-F (95.1)	Sold by Board of Educ.	Liggett	\$6,800,000	
1997	WWCK-F/WOAP/WAHV-F		Connoisseur	\$18,000,000	
1997	WFNT,WCRZ-F,WWBN-F	Faircom	Regent		
7/21/99	WWON AM	GWC, Inc.	Birach	\$708,000	
11/29/99	WFDF AM	Connoisseur	Cumulus	Group sale: \$242,000,000	
11/29/99	WDZZ FM	Connoisseur	Cumulus	Group sale: \$242,000,000	
11/29/99	WRSR FM	Connoisseur	Cumulus	Group sale: \$242,000,000	
11/29/99	WWCK FM	Connoisseur	Cumulus	Group sale: \$242,000,000	
12/6/99	WFBE FM	Liggett	Citadel		
				Group Transaction: \$120,500,000 in stock & cash	

Fort Myers-Naples

2000 ARB Rank:	71	2000 Revenue:	\$30,400,000	Manager's Market Ranking (current):	4.3
2000 MSA Rank:	119	Rev per Share Point:	\$366,265	Manager's Market Ranking (future) :	3.9
2000 DMA Rank:	81	Population per Station:	23,192		
2000 Rev Rank:	67 of 173	2000 Revenue Change:	10.1%	Five-year revenue gain % (95-00):	62.6

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	18.7	20.3	21.5	24.4	27.6	30.4					
Yearly Growth Rate (95-00): 7.5% assigned											
Projected Revenue Estimates:							31.6	33.5	35.9	39.0	41.8
Revenue per Capita:	32.87	34.70	35.54	38.61	42.79	46.13					
Yearly Growth Rate (95-00): 5.5% assigned											
Projected Revenue per Capita:							46.95	48.76	51.21	54.70	57.50
Resulting Revenue Estimate:							33.1	35.1	37.6	40.8	43.8
Revenue as % of Retail Sales:	0.0025	0.0024	0.0024	0.0026	0.0027	0.0027					
Mean % (95-00) 0.0026											
Resulting Revenue Estimate:							31.9	34.7	37.5	40.4	43.2
MEAN REVENUE ESTIMATE:							32.2	34.4	37.0	40.1	42.9

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.569	0.585	0.605	0.632	0.645	0.659	0.673	0.687	0.701	0.713	0.727
Retail Sales (billions):	7.40	8.30	8.90	9.50	10.20	11.20	12.28	13.36	14.44	15.52	16.60

Market Profile

Below-the-Line Listening Shares:	4.1
Unlisted Station Listening:	12.9
Total Lost Listening:	17.0
Available Share Points:	83.0
Number of Viable Stations:	19.0
Average Share Points per Viable Station:	4.4
Rev. per Available Share Point:	\$366,265
Estimated Rev. for Mean Station:	\$1,611,566
Average HH Income:	\$43,344
Average Age:	43.7
Average Education:	12.3
Average Home Value:	\$91,400
Population Change (1999-2004):	10.5
Retail Sales Change (1999-2004):	52.2
Cable Penetration:	77.3
Number of Class B or C FMs:	12

Confidence Levels

2000 Revenue Estimates:
2001-to-2005 Revenue Estimates:

Comments: Market reports revenue to Miller, Kaplan. WSGL-F, WCCL-F, WWCL and a few others do not cooperate so estimates were made. Managers predict a 6% to 8% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$30,400,000	31.6	0.0027
Television	\$65,900,000	68.4	0.0059
Newspaper			
Outdoor			
Cable TV			
Media Totals:	\$96,300,000		0.0086

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Beasley Broadcast Group: WJBX FM, WJPT FM, WRXK FM, WWCN AM, WXKB FM	\$10,920,000	35.9
2 Clear Channel: WBTT FM, WCCF AM, WCKT FM, WCVU FM, WHHD FM, WIKX FM, WKFF FM, WKII AM, WOLZ FM	\$6,400,000	21.1
3 Fort Myers Broadcasting Co.: WINK FM, WINK AM, WTLQ AM, WYPT FM	\$5,550,000	18.3
4 Alpine Broadcasting: WAVV FM	\$2,600,000	8.6
5 Renda: WGUF FM, WJGO FM, WSGL FM, WWGR FM	\$2,170,000	7.1
6 Meridian Broadcasting, Inc.: WARO FM, WNOG AM, WTLT FM, WWWD FM	\$1,850,000	6.1
7 CAM Communications, Inc.: WDRR FM	\$400,000	1.3
8 Olbota Communications, Inc.: WWCL AM	\$260,000	0.9
9 Glades Media Co.: WAFZ AM	\$170,000	0.6

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WXKB FM	CHR	\$4,230,000	13.9
2 WRXK FM	CL AOR	\$3,400,000	11.2
3 WINK FM	AC/CHR	\$3,000,000	9.9
4 WOLZ FM	O	\$2,810,000	9.2
5 WAVV FM	EZ	\$2,600,000	8.6
6 WJBX FM	AOR-NR	\$2,550,000	8.4
7 WCKT FM	C	\$2,160,000	7.1
8 WINK AM	N/T	\$2,050,000	6.7
9 WWGR FM	C	\$1,500,000	4.9
10 WARO FM	CL AOR	\$1,200,000	3.9
11 WKFF FM	CHR	\$920,000	3.0
12 WTLT FM	SAC	\$650,000	2.1
13 WBTT FM	CHR/U	\$510,000	1.7
14 WJPT FM	ST	\$500,000	1.6
15 WDRR FM	J	\$400,000	1.3
16 WSGL FM	AC/CHR	\$300,000	1.0
17 WJGO FM	RB-OL	\$270,000	0.9
18 WWCL AM	SP-C	\$260,000	0.9
19 WTLQ AM	T	\$255,000	0.8
20 WYPT FM	CL	\$245,000	0.8
21 WWCN AM	SPRTS	\$240,000	0.8
22 WAFZ AM	SP-R	\$170,000	0.6
23 WGUF FM	T	\$100,000	0.3

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	89.3	\$25,621,000	(+11.1)
National:	10.7	\$3,081,000	(+34)

Note: Trade equals 5.1% of local. In 1999, it was 4.2% and in 1998, it was 5.2%

Fort Myers-Naples

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
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Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	90.6	<\$20: 20.9	12-to-24 14.2
Black:	8.1	\$20-\$49.9: 44.4	25-to-54 43.8
Amer. Indian:	0.3	\$50-\$99.9: 26.9	55-plus 41.9
Asian/Pac.Isl.:	1.0	\$100+: 7.8	Non High School Grad: 22.3
Hispanic: *	6.9		High School Grad: 34.0
			College 1-3 years: 27.1
			College 4+ years: 16.6

Viable Stations

WARO-FM	WAVV-FM	WBTT-FM	WCKT-FM
WCVU-FM	WDRR-FM	WIKX-FM	WINK-AM
WINK-FM	WJBX-FM	WJGO-FM	WJPT-FM
WKFF-FM	WOLZ-FM	WRXK-FM	WSGL-FM
WTLQ-AM	WTLT-FM	WWCL-AM	WWCN-AM
WWGR-FM	WXKB-FM	WYPT-FM	

Competitive Media

Major Over the Air Television Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WEVU-LP	Ft. Myers	4	UPN	Caloosa	
WINK-TV	Ft. Myers	11	CBS	Ft. Myers Bcstg.	
WBBH-TV	Ft. Myers	20	NBC	Waterman	
WZVN	Naples	26	ABC	Montclair	Waterman
WGCU	Ft. Myers	30	PBS	Fl. Gulf Coast	Waterman
WFTX	Cape Coral	36	FOX	Emmis	
WTVK-TV	Naples	46	WB	ACME	

Colleges and Universities

	(# of Students)
Edison CC	6,706
Florida Gulf Coast U.	2,509
International Coll.	711
Total Students (FT & PT)	9,926

Best Golf Courses

Weather Data

NO WEATHER DATA AVAILABLE.

Major Daily Newspapers	AM	PM	Sun	Owner
News-Press	89,818		107,506	Gannett Co. Inc.
Naples Daily News	51,620		64,710	E W Scripps Co. (Scripps Howard)

Employment Breakdowns

By Industry		By Occupation		Unemployment	
1 Retail Trade	38,997 22.10%	Sales	28,845 16.34%	All of 1995	4.2%
2 Construction	20,443 11.58%	Admin. Support/Clerical	27,606 15.64%	All of 1996	3.8%
3 Fin., Ins. & Real Estate	16,114 9.13%	Precis. Produc./Craft/Repair	23,476 13.30%	All of 1997	3.4%
4 Health Svcs.	14,774 8.37%	Svc., Exclud. Protective & HH	22,105 12.53%	All of 1998	3.0%
5 Other Prof. Svcs.	11,461 6.49%	Exec., Admin. & Managerial	21,581 12.23%	All of 1999	2.6%
6 Business & Repair Svcs.	10,116 5.73%	Professional	18,829 10.67%		
7 Educational Svcs.	9,423 5.34%	Transportation & Moving	7,210 4.09%		
8 Personal Svcs.	8,321 4.72%	Handlers, Cleaners, Help., Laborers	6,983 3.96%		
9 Transportation	7,091 4.02%	Technicians & Support	5,408 3.06%		
10 Public Administration	6,968 3.95%	Farming, Forestry & Fishing	5,322 3.02%		
Total Metro Employees	176,479				
Top 10 Total Employees	143,708	81.43%			

Major Radio Station Sales

Year	Calls	From	To	Price	(E)
1993	WRGI-F	H & D	Palmer	\$865,000	
1993	WCKT-F	Sandab	Radio Equity	\$10,700,000	
1993	WOLZ-F	Heritage Bdcst	Osborn	\$3,400,000	
1993	WJYO-F			\$375,000	
1994	WHEW-F		Renda	\$4,000,000	
1994	WIXI-F (Naples)	Hodlinger	Radio Equity	\$3,350,000	
1994	WXKB-F (Cape Coral)		Beasley	\$3,500,000	
1995	WKII/WEEJ-F (Prt. Charlotte)		Osborn	\$3,600,000	
1996	WCKT-F	Radio Equity	Clear Channel	\$13,500,000	
1996	WXRm-F	Radio Equity	Clear Channel	\$4,500,000	
1996	WNOG-AF, WARO-F	Palmer	Joe Schwartzel	\$9,250,000	
1996	WKII, WFSN-F, WOLZ-F	Osborn	Capstar		
1996	WKII, WFSN-F, WOLZ-F	Capstar	Clear Channel	\$11,000,000	
1997	WGUF-F	Intermart	Renda	\$2,000,000	
1997	WJBX-F		Beasley	\$6,000,000	
1997	WJST-F		Beasley	\$5,000,000	
1998	WSGL-F	Timm	Renda	\$3,650,000	
1998	WCCF/WCVU/WIKX-F	Intermart	Jacor	\$7,500,000	
1998	WIKX-F/WCVU-F/WCCF	Jacor	Clear Channel		
3/23/99	WINK AM, WINK FM, WTLQ AM Xfer of control	Arthur McBride	Brian, Maureen & Kathleen McBride	\$5,550,000	
5/12/99	WGQC FM	Naples Bcst. Gp.	Praise Enterprises	\$1,000,000	
6/8/00	WJGO FM	Gulf Communications	Renda	\$7,000,000	Blackburn
9/12/00	WCCL FM	Intermart Broadcasting	Fort Myers Broadcasting Co.	\$7,000,000	
9/12/00	WWWD FM	Intermart Broadcasting	Meridian Broadcasting, Inc.	\$7,000,000	
9/13/00	WMIB AM	Costa Communications	Community Broadcasting	\$450,000	
9/13/00	WODX AM	Costa Communications	Community Broadcasting	\$450,000	
9/29/00	WHHD FM	Intermart Broadcasting	Clear Channel		
2/5/01	WDRR FM	Ruth Communications Corp.	CAM Communications, Inc.	\$2,500,000	
3/16/01	WGQC FM	Praise Enterprises	Shadowland Communications, LLC		

2000 ARB Rank:	101	2000 Revenue:	\$22,200,000	Manager's Market Ranking (current):	3.2
2000 MSA Rank:	104	Rev per Share Point:	\$267,470	Manager's Market Ranking (future):	3.3
2000 DMA Rank:	104	Population per Station:	21,872		
2000 Rev Rank:	90 of 173	2000 Revenue Change:	1.4%	Five-year revenue gain % (95-00):	39.6

Revenue History and Projections

	Radio Revenue History						Radio Revenue Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	15.9	16.5	18.1	19.6	21.9	22.2					
Yearly Growth Rate (95-00): 6.4% assigned											
Projected Revenue Estimates:							23.0	24.5	26.4	28.5	30.1
Revenue per Capita:	33.54	34.59	37.87	40.58	45.06	45.40					
Yearly Growth Rate (95-00): 7.1% assigned											
Projected Revenue per Capita:							46.75	49.50	53.01	56.77	59.60
Resulting Revenue Estimate:							24.1	25.7	27.6	29.8	31.5
Revenue as % of Retail Sales:	0.0032	0.0032	0.0033	0.0034	0.0037	0.0035					
Mean % (95-00) 0.0034											
Resulting Revenue Estimate:							22.8	23.9	25.0	26.1	27.2
MEAN REVENUE ESTIMATE:							23.3	24.7	26.4	28.2	29.6

Population and Demographic Estimates

	Historic						Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.474	0.477	0.478	0.483	0.486	0.489	0.492	0.495	0.498	0.502	0.505
Retail Sales (billions):	5.00	5.20	5.50	5.70	6.00	6.40	6.72	7.04	7.36	7.68	8.00

Market Profile

Below-the-Line Listening Shares:	1.5
Unlisted Station Listening:	15.5
Total Lost Listening:	17.0
Available Share Points:	83.0
Number of Viable Stations:	13.5
Average Share Points per Viable Station:	6.1
Rev. per Available Share Point:	\$267,470
Estimated Rev. for Mean Station:	\$1,631,567
Average HH Income:	\$48,023
Average Age:	35.3
Average Education:	12.1
Average Home Value:	\$57,000
Population Change (1999-2004):	3.3
Retail Sales Change (1999-2004):	28.0
Cable Penetration:	54.5
Number of Class B or C FMs:	5

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Federated Media: WBYR FM, WFWI FM, WMEE FM, WONO AM, WOWO AM, WQHK FM	\$11,695,000	52.7
2 Sarkes Tarzian, Inc.: WAJI FM, WLDE FM	\$4,690,000	21.1
3 Kovas Communications: WCKZ FM, WEJE FM, WGL AM, WGLL AM, WYSR FM	\$1,500,000	6.8
4 Artistic Media Partners: WBTU FM	\$1,400,000	6.3
5 Allen County Broadcasting, LP: WJFX FM	\$870,000	3.9
6 Taylor Broadcast Group: WEXI FM, WXKE FM	\$700,000	3.2
7 Shine Broadcasting Services, LLC: WSHI FM	\$360,000	1.6

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WUSY FM	C	\$6,500,000	30.8

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	84.1	\$18,130,000	(+11.1)
National:	15.9	\$3,421,000	(+4.4)

Note: Trade equals 4.3% of local. It was 5.4% in 1999 and 7.7% in 1998.

Confidence Levels

2000 Revenue Estimates:
2001-to-2005 Revenue Estimates:

Comments: Market reports revenue to Hungerford. Many stations do not cooperate and Hungerford makes estimates for them. Managers predict 2% to 4% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$22,200,000	20.0	0.0035
Television	\$45,400,000	40.8	0.0071
Newspaper	\$40,000,000	36.0	0.0063
Outdoor	\$3,600,000	3.2	0.0006
Cable TV			
Media Totals:	\$111,200,000		0.0174

Note: Use Newspaper and Outdoor estimates with caution.

2000 ARB Rank:	65	2000 Revenue:	\$40,300,000	Manager's Market Ranking (current):	2.8
2000 MSA Rank:	66	Rev per Share Point:	\$501,868	Manager's Market Ranking (future) :	3.1
2000 DMA Rank:	54	Population per Station:	23,296		
2000 Rev Rank:	60 of 173	2000 Revenue Change:	19.2%	Five-year revenue gain % (95-00):	58.0

Revenue History and Projections

	Radio Revenue History						Radio Revenue Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	25.5	27.5	28.7	31.0	33.8	40.3					
Yearly Growth Rate (95-00): 6.6% assigned											
Projected Revenue Estimates:							41.9	44.3	47.0	50.7	54.2
Revenue per Capita:	28.98	30.90	31.71	33.84	36.50	43.10					
Yearly Growth Rate (95-00): 5.3% assigned											
Projected Revenue per Capita:							44.39	46.49	48.86	52.27	55.36
Resulting Revenue Estimate:							43.9	46.4	49.2	53.1	56.7
Revenue as % of Retail Sales:	0.0042	0.0042	0.0043	0.0044	0.0046	0.0050					
Mean % (95-00) 0.0045											
Resulting Revenue Estimate:							37.3	38.5	39.8	41.0	42.3
MEAN REVENUE ESTIMATE:							41.0	43.1	45.3	48.3	51.1

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.880	0.890	0.905	0.916	0.926	0.935	0.944	0.953	0.962	0.970	0.979
Retail Sales (billions):	6.10	6.50	6.70	7.00	7.40	8.00	8.28	8.56	8.84	9.12	9.40

Market Profile

Below-the-Line Listening Shares:	5.1
Unlisted Station Listening:	14.6
Total Lost Listening:	19.7
Available Share Points:	80.3
Number of Viable Stations:	19.0
Average Share Points per Viable Station:	4.2
Rev. per Available Share Point:	\$501,868
Estimated Rev. for Mean Station:	\$2,107,846
Average HH Income:	\$33,756
Average Age:	32.4
Average Education:	11.4
Average Home Value:	\$83,600
Population Change (1999-2004):	4.8
Retail Sales Change (1999-2004):	23.2
Cable Penetration:	50.2
Number of Class B or C FMs:	17

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 CBS/Infinity: KMGV FM, KMJ AM, KNAX AM, KOOR AM, KOQO FM, KRNC FM, KSKS FM, KVSF FM	\$22,579,000	56.0
2 Clear Channel: KALZ FM, KBOS FM, KCBL AM, KEZL FM, KFSO FM, KRDU AM, KRZR FM, KSOF FM	\$11,404,000	28.3
3 Mondosphere Broadcasting: KFRR FM, KJFX FM, KWOL FM	\$3,074,000	7.6
4 Lotus: KGST AM, KLBN FM	\$1,510,000	3.7
5 John Edwards Ostlund: KJWL FM	\$1,200,000	3.0
6 KMPH Newsradio, LP: KMPH FM	\$425,000	1.1
7 Radio Unica: KWRU AM	\$100,000	0.2

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KMJ AM	N/T	\$7,750,000	19.2
2 KSKS FM	C	\$3,820,000	9.5
3 KOQO AF	SP	\$3,620,000	9.0
4 KMGV FM	B/O	\$3,125,000	7.8
5 KBOS FM	CHR/U	\$2,529,000	6.3
6 KVSF FM	AC/NR	\$2,470,000	6.1
7 KRZR FM	AOR	\$2,090,000	5.2
8 KSOF FM	SAC	\$1,890,000	4.7
9 KALZ FM	AC/NR	\$1,810,000	4.5
10 KRNC FM	SP-C	\$1,794,000	4.5
11 KJFX FM	CLAOR	\$1,670,000	4.1
12 KFSO FM	O	\$1,510,000	3.7
13 KEZL FM	J	\$1,315,000	3.3
14 KFRR FM	AOR-NR	\$1,284,000	3.2
15 KJWL FM	ST	\$1,200,000	3.0
16 KLBN FM	SP-R	\$1,110,000	2.8
17 KMPH FM	N	\$425,000	1.1
18 KGST AM	SP-R	\$400,000	1.0
19 KCBL AM	SPRTS	\$260,000	0.6
20 KWOL FM	C/O	\$120,000	0.3
21 KWRU AM	SP-NT	\$100,000	0.2

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	70.4	\$27,423,000	(+1.0)
National:	29.6	\$11,548,000	(-12)

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. KZFO-F, KKPW-F, KMMM-F, KJWL-F and others do not participate. Managers predict 5% to 6% revenue gain in 2001. 2000 was a superb year for this market.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$40,300,000	18.8	0.0050
Television	\$88,000,000	41.2	0.0110
Newspaper	\$74,000,000	34.6	0.0093
Outdoor	\$7,700,000	3.6	0.0010
Cable TV	\$3,800,000	1.8	0.0005
Media Totals:	\$213,800,000		0.0267

Note: Use Newspaper and Outdoor estimates with caution.

Fresno

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Agribusiness Wines Transport Equipment				Total Pay Management

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	83.9	<\$20: 30.2	12-to-24 24.5
Black:	5.1	\$20-\$49.9: 40.5	25-to-54 52.5
Amer. Indian:	1.3	\$50-\$99.9: 23.1	55-plus 23.0
Asian/Pac.Isl.:	9.7	\$100+: 6.2	
Hispanic: *	43.8		

Viable Stations

KALZ-FM	KBOS-FM	KCBL-AM	KEZL-FM
KFIG-AM	KFRR-FM	KFSO-FM	KGST-AM
KJFX-FM	KJWL-FM	KLBN-FM	KMGV-FM
KMJ-AM	KMPH-FM	KOOR-AM	KOQO-AM
KRNC-FM	KRZR-FM	KSKS-FM	KSOJ-FM
KVSR-FM	KWRU-AM		

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KVHF-LP	Fresno	4	SPN	Cocola	
KVPT	Fresno	18	PBS	Valley PTV	
KFTV	Hanford	21	UNI	Univision	
KSEE	Fresno	24	NBC	Granite	
KMPH	Visalia	26	FOX	Pappas	
KFSN-TV	Fresno	30	ABC	ABC	
KGMC-TV	Clovis	43	IND	Cocola	
KGPE	Fresno	47	CBS	Ackerley	
KNXT	Visalia	49		Diocese of Fresno	
KNSO	Merced	51	WB	Sainte	
KAIL	Fresno	53	UPN	Trans-America	
KFRE-TV	Sanger	59	TEL	Sanger	
KPXF	Porterville	61	PAX	Paxson	

Colleges and Universities

(# of Students)

California State U.: Fresno	18,101
Fresno City Coll.	17,816
C of the Sequoias	6,014
Fresno Pacific U.	1,735
San Joaquin Valley College Inc.	1,400
Heald Business College: Fresno	500
Total Students (FT & PT)	45,566

Best Golf Courses

Weather Data

Elevation:	328		
Annual Precipitation:	9.7 in.		
Annual Snowfall:	0		
Average Windspeed:	6.3 (NW)		
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	54.8	98.2	76.3
Avg. Min. Temp:	35.8	62.9	48.2
Average Temp:	45.3	80.6	62.3

Major Daily Newspapers

	AM	PM	Sun	Owner
The Fresno Bee	156,466		193,062	McClatchy Co.

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade	Admin. Support/Clerical	Jul 90: 9.3%
2 Agri., Forestry & Fisheries	Professional	Jul 91: 11%
3 Educational Svcs.	Sales	Jul 92: 12.5%
4 Health Svcs.	Exec., Admin. & Managerial	Jul 93: 13.8%
5 Fin., Ins. & Real Estate	Precis. Produc./Craft/Repair	Jul 94: 13.1%
6 Other Prof. Svcs.	Svc., Exclud. Protective & HH	All of 1995 4.9%
7 Construction	Farming, Forestry & Fishing	All of 1996 3.9%
8 Public Administration	Transportation & Moving	All of 1997 3.7%
9 Manufac., Durables	Machine Oprs., Fab., Assemb. & Inspec.	All of 1998 3.3%
10 Business & Repair Svcs.	Handlers, Cleaners, Help., Laborers	All of 1999 3.1%
Total Metro Employees		
Top 10 Total Employees		

Major Radio Station Sales

Major Radio Station Sales Since 1993

Year	Calls	From	To	Price	(E)
1993	KRZR-F (Hanford)			\$950,000	
1993	KHOT, KXMX-F (Madera)			\$775,000	
1994	KRZR-F (Hanford)	NewTex	Wheeling-Pitts.	\$1,200,000	
1994	KTHT-F	Spacecom	Wheeling-Pitts.	\$1,600,000	
1994	KXEX			\$212,000	
1994	KSLK-F		Lotus	\$1,500,000	
1994	KKDJ-F		Henry	\$1,730,000	
1994	KSXY-F		EBE	\$1,700,000	
1995	KRZR-F, KTHT-F	Wheeling Pitts	Patterson	\$5,000,000	
1995	KTHT-F	Patterson	Americom	\$2,200,000	
1995	KKTR, KBOS-F		Patterson	\$6,250,000	
1995	KYNO, KJFX-F	Brown	Mondosphere	\$3,000,000	
1995	KFRE	EBE	Pappas	\$1,025,000	
1996	KNAX-F, KRBT-F	EBE	Osborn	\$7,000,000	
1996	KOQO-AF		Silverado		
1996	KMJ, KKDJ-F, KSKS-F	Henry	Amer. Radio Sys.	\$29,000,000	
1996	KEYQ	Sold by Americom			
1996	KNAX-F, KRBT-F	Osborn	Amer. Radio Sys.	\$11,000,000	
1996	KOQO-AF	Silverado	Amer. Radio Sys.	\$6,000,000	
1997	KEYQ			\$200,000	
1997	KBOS-F	Patterson	Capstar	\$12,500,000	
1997	KCBL	Patterson	Capstar	\$600,000	
1997	KRZR-F	Patterson	Capstar	\$7,400,000	
1997	KRDU, KJOI-F		Capstar	\$5,200,000	
1997	KEZL-F, KFSD-AF, KTHT-F	Americom	Capstar	\$21,000,000 + Capstar Reno stns.	
1997	KMJ	Amer. Radio Sys.	CBS	\$39,000,000	
1997	KNAX-F	Amer. Radio Sys.	CBS	\$8,000,000	
1997	KOQO-AF	Amer. Radio Sys.	CBS	\$9,000,000	
1997	KRNC-F	Amer. Radio Sys.	CBS	\$8,000,000	
1997	KSKS-F	Amer. Radio Sys.	CBS	\$15,000,000	
1997	KVSR-F	Amer. Radio Sys.	CBS	\$10,000,000	
1998	KFSO-AF	Americom	Capstar	\$10,500,000	
1998	KFIG			\$300,000	
1998	KTAA-F			\$1,140,000	
1998	KMMM-F		Lotus	\$4,500,000	
3/10/99	KIRV AM		Gore-Overgaard	\$425,000	
5/19/99	KVPC FM	San Joaquin Bcstg.	Mondosphere	\$2,500,000	
7/12/99	KYNO AM	Mondosphere	Spanish Catholic Radio	\$800,000	
10/20/99	KFIG AM	Valley Broadcasting	Big Dawg Broadcasting	\$2,000,000	
1/3/00	KFRE AM	Pappas	Radio Unica		
4/21/00	KHOT AM, KZFO FM	Z-Spanish	Entravision		

Gainesville-Ocala

2000 ARB Rank:	90	2000 Revenue:	\$14,700,000	Manager's Market Ranking (current):	3.4	
2000 MSA Rank:	203	Rev per Share Point:	\$229,688	Manager's Market Ranking (future):	3.2	
2000 DMA Rank:	166	Population per Station:	20,738	21	Five-year revenue gain % (95-00):	40.0
2000 Rev Rank:	127 of 173	2000 Revenue Change:	6.5%			

Revenue History and Projections

	Radio Revenue History					Radio Revenue Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	10.5	11.3	12.2	13.2	13.8	14.7					
Yearly Growth Rate (95-00): 6.0% assigned											
Projected Revenue Estimates:							15.3	16.1	17.3	18.8	20.0
Revenue per Capita:	24.53	25.62	26.87	28.70	29.36	30.95					
Yearly Growth Rate (95-00): 4.8% assigned											
Projected Revenue per Capita:							31.88	33.20	35.31	37.98	40.00
Resulting Revenue Estimate:							16.0	16.9	18.1	19.7	20.9
Revenue as % of Retail Sales:	0.0024	0.0024	0.0024	0.0024	0.0024	0.0024					
Mean % (95-00) 0.0024											
Resulting Revenue Estimate:							16.0	17.2	18.3	19.5	20.6
MEAN REVENUE ESTIMATE:							15.8	16.7	17.9	19.3	20.5

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.428	0.441	0.454	0.460	0.470	0.475	0.480	0.485	0.490	0.495	0.500
Retail Sales (billions):	4.40	4.80	5.10	5.40	5.80	6.20	6.68	7.16	7.64	8.12	8.60

Market Profile

Below-the-Line Listening Shares:	18.6
Unlisted Station Listening:	17.4
Total Lost Listening:	36.0
Available Share Points:	64.0
Number of Viable Stations:	12.0
Average Share Points per Viable Station:	5.3
Rev. per Available Share Point:	\$229,688
Estimated Rev. for Mean Station:	\$1,217,346
Average HH Income:	\$30,254
Average Age:	31.7
Average Education:	13.4
Average Home Value:	\$62,600
Population Change (1999-2004):	5.3
Retail Sales Change (1999-2004):	40.0
Cable Penetration:	66.9
Number of Class B or C FMs:	7

Highest Billing Radio Entities

(includes duopolies and combos)

Combined Revenue Revenue Share

Highest Billing Stations

RELIABLE ESTIMATES ARE NOT AVAILABLE FOR THIS MARKET

Confidence Levels

2000 Revenue Estimates:	Below normal
2001-to-2005 Revenue Estimates:	Below normal

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$14,700,000	100.0	0.0024
Television			
Newspaper			
Outdoor			
Cable TV			
Media Totals:	\$14,700,000		0.0024

Note: Use Newspaper and Outdoor estimates with caution.

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
			Mark III Industries	Atlantic.Net

Socio-Economic Breakdowns

Ethnic	Income (\$000)		Age		Education		
White:	73.0	<\$20:	32.6	12-to-24	22.3	Non High School Grad:	16.9
Black:	22.8	\$20-\$49.9:	35.0	25-to-54	46.8	High School Grad:	21.4
Amer. Indian:	0.3	\$50-\$99.9:	23.6	55-plus	30.9	College 1-3 years:	26.8
Asian/Pac. Isl.:	3.9	\$100+:	8.8			College 4+ years:	34.9
Hispanic: *	5.5						

Viable Stations

WKTK-FM	WMFQ-FM	WNDD-FM	WNDR-FM
WOCA-AM	WOGK-FM	WRUF-AM	WRUF-FM
WRZN-AM	WSKY-FM	WTMG-FM	WTRS-FM
WYGC-FM	WYKS-FM		

Colleges and Universities

	(# of Students)
U. of Florida	41,437
Santa Fe CC	11,072
Central Florida CC	5,778
Total Students (FT & PT)	58,287

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WUFT	Gainesville	5	PBS	U. of FL	
WCJB-TV	Gainesville	20	ABC	Diversified	
WOGX	Ocala	51	FOX	Meredith	
WGFL	High Springs	53	WB	Budd	Pegasus

Best Golf Courses

Weather Data

NO WEATHER DATA AVAILABLE.

Major Daily Newspapers

	AM	PM	Sun	Owner
The Gainesville Sun	52,509		60,299	New York Times Co.
Ocala Star-Banner	50,432		54,161	New York Times Co.

Employment Breakdowns

By Industry

1 Educational Svcs.	21,192	21.42%
2 Retail Trade	17,594	17.79%
3 Health Svcs.	14,593	14.75%
4 Other Prof. Svcs.	7,596	7.68%
5 Public Administration	5,525	5.59%
6 Fin., Ins. & Real Estate	5,123	5.18%
7 Construction	4,723	4.77%
8 Manufac., Durables	3,734	3.77%
9 Business & Repair Svcs.	3,448	3.49%
10 Personal Svcs.	3,012	3.04%

By Occupation

Professional	23,250	23.50%
Admin. Support/Clerical	15,675	15.85%
Exec., Admin. & Managerial	12,506	12.64%
Sales	11,550	11.68%
Svc., Exclud. Protective & HH	11,535	11.66%
Precis. Produc./Craft/Repair	7,708	7.79%
Technicians & Support	5,528	5.59%
Handlers, Cleaners, Help., Laborers	2,476	2.50%
Transportation & Moving	2,305	2.33%
Machine Oprs., Fab., Assemb. & Inspec.	2,294	2.32%

Unemployment

All of 1995	2.8%
All of 1996	2.8%
All of 1997	2.8%
All of 1998	2.5%
All of 1999	2.1%

Total Metro Employees	98,918	
Top 10 Total Employees	86,540	87.49%

Major Radio Station Sales

Major Radio Station Sales Since 1993

Year	Calls	From	To	Price	(E)
1993	WMOP (Ocala)			\$200,000	
1993	WYGC-F	Heritage Bdcst	Asterisk	\$1,400,000	
1994	WGGA (1230)		Sonny Bloch	\$100,000	
1994	WTMC	Sold by Paxson		\$260,000	
1995	WMFQ-F		Asterisk	\$2,100,000	
1995	WYOC-F			\$750,000	
1995	WLUS (980)			\$75,000	
1996	WFEZ-F (Williston)			\$870,000	
1996	WMOP			\$350,000	
1996	WWLO (1430)			\$200,000	
1997	WNDR-F		Sold (partially) to Dix	\$675,000	
1997	WNDD-F		Dix	\$4,060,000	
1998	WRRX-F		Entercom	\$2,850,000	
1998	WRZN		Alliance Bdcstg.	\$650,000	
1998	WYOC-F			\$850,000	
1/29/99	WRKG FM		Asterisk Communications	\$825,000	
6/2/99	WLUS AM	Alliance Bcstg. Group	Prime Time Radio	\$1,100,000	
6/2/99	WDJY FM	Alliance Bcstg. Group	Prime Time Radio	\$1,400,000	
8/16/99	WTMC AM	News & Travel Network	Vector Communications, Inc.	\$250,000	
1/21/00	WOCA AM	Great Ocala Broadcasting	Westshore Broadcasting	\$742,500	
6/6/00	WKZY FM	Women in Broadcasting	Albany		Hadden
8/8/00	WRZN AM	Alliance Broadcasting Group, Inc.	Pamal	\$650,000	
9/28/00	WDJY FM	Prime Time Radio	Pamal	\$975,000	
12/5/00	WTMG FM	Connecticut Broadcast Media	Pamal	\$3,200,000	Hadden
12/5/00	WWLO AM	Karisma Comms. Southeast	Pamal	\$3,200,000	Hadden

Grand Rapids

2000 ARB Rank:	66	2000 Revenue:	\$43,000,000	Manager's Market Ranking (current):	4.1
2000 MSA Rank:	60	Rev per Share Point:	\$542,929	Manager's Market Ranking (future) :	3.7
2000 DMA Rank:	38 (w/Kalamazoo)	Population per Station:	27,191	23	
2000 Rev Rank:	55 of 173	2000 Revenue Change:	8.3%	Five-year revenue gain % (95-00):	43.3

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	30.0	30.6	35.0	38.7	39.7	43.0					
Yearly Growth Rate (95-00): 6.4% assigned											
Projected Revenue Estimates:							45.2	48.3	52.2	56.3	60.6
Revenue per Capita:	40.54	40.53	45.81	50.26	50.51	54.22					
Yearly Growth Rate (95-00): 5.5% assigned											
Projected Revenue per Capita:							55.80	58.97	63.27	67.59	72.06
Resulting Revenue Estimate:							47.3	50.6	54.7	58.9	63.4
Revenue as % of Retail Sales:	0.0036	0.0036	0.0038	0.0040	0.0038	0.0038					
Mean % (95-00) 0.0038											
Resulting Revenue Estimate:							45.6	48.3	50.9	53.6	56.2
MEAN REVENUE ESTIMATE:							46.0	49.0	52.6	56.3	60.1

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.740	0.755	0.764	0.770	0.786	0.793	0.810	0.819	0.825	0.833	0.841
Retail Sales (billions):	8.40	8.60	9.20	9.70	10.40	11.30	12.00	12.70	13.40	14.10	14.80

Market Profile

Below-the-Line Listening Shares:	3.1
Unlisted Station Listening:	17.7
Total Lost Listening:	20.8
Available Share Points:	79.2
Number of Viable Stations:	14.5
Average Share Points per Viable Station:	5.5
Rev. per Available Share Point:	\$542,929
Estimated Rev. for Mean Station:	\$2,986,110
Average HH Income:	\$56,528
Average Age:	34.4
Average Education:	12.2
Average Home Value:	\$70,200
Population Change (1999-2004):	6.0
Retail Sales Change (1999-2004):	35.6
Cable Penetration:	61.8
Number of Class B or C FMs:	11

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Hungerford. WMJH, WFGR-F and a few others do not cooperate so estimates were made. Managers predict 5% to 7% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$43,000,000	21.9	0.0038
Television	\$76,000,000	38.7	0.0067
Newspaper	\$65,500,000	33.3	0.0058
Outdoor	\$7,200,000	3.7	0.0006
Cable TV	\$4,800,000	2.4	0.0004
Media Totals:	\$196,500,000		0.0174

Note: Use Newspaper and Outdoor estimates with caution. DMA split with Kalamazoo, Battle Creek and Muskegon. TV revenue is estimate of Grand Rapid's share. Total TV revenue for DMA is estimated at \$110,000,000..

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: WBCT FM, WBFX FM, WOOD AM, WOOD FM, WSNX FM, WTKG AM, WVTI FM	\$20,260,000	47.1
2 Regent: WGRD FM, WLHT FM, WNWZ AM, WTRV FM	\$10,530,000	24.5
3 Citadel: WBBL AM, WKLQ FM, WLAV FM, WODJ FM	\$10,390,000	24.2
4 Haith Broadcasting Corp.: WFGR FM	\$600,000	1.4
5 Lanser Broadcasting Corp.: WJQK FM, WWJQ AM	\$550,000	1.3
6 Goodrich Broadcasting, Inc.: WJNZ AM, WKWM AM	\$400,000	0.9
7 Cook-Media II, LLC: WMFN AM, WMJH AM	\$230,000	0.5

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WBCT FM	C	\$6,580,000	15.3
2 WLAV FM	CL AOR	\$6,350,000	14.8
3 WLHT FM	AC	\$5,150,000	12.0
4 WOOD AM	FS/T	\$3,940,000	9.2
5 WGRD FM	AOR-NR	\$3,600,000	8.4
6 WOOD FM	SAC	\$3,580,000	8.3
7 WSNX FM	CHR	\$2,420,000	5.6
8 WKLQ FM	AOR	\$2,300,000	5.3
9 WVTI FM	AC/CHR	\$2,030,000	4.7
10 WODJ FM	O	\$1,500,000	3.5
11 WTRV FM	SAC	\$1,450,000	3.4
12 WBFX FM	CL AOR	\$1,300,000	3.0
13 WFGR FM	CL	\$600,000	1.4
14 WJQK AF	REL-CC	\$550,000	1.3
15 WTKG AM	T	\$410,000	1.0
16 WBBL AM	SPRTS	\$240,000	0.6
17 WMJH AM	ST	\$230,000	0.5
18 WKWM AM	B/O	\$220,000	0.5
19 WJNZ AM	B	\$180,000	0.4

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	74.4	\$31,487,000	(+6)
National:	23.9	\$10,103,000	(+12)
Note: Trade equals 3.9% of local. In 1999, it was 4.1%. There is a non-traditional revenue line in Grand Rapids and it accounts for 1.7% of all revenue.			

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Furniture Office Furniture Electronics Automotive	Steelcase 481	Old Kent Financial	Amway Gordon Food Service Haworth Meijer Quality Stores S Abraham & Sons	

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	90.5	<\$20: 16.7	12-to-24 22.6
Black:	7.5	\$20-\$49.9: 32.4	25-to-54 54.4
Amer. Indian:	0.6	\$50-\$99.9: 37.8	55-plus 22.9
Asian/Pac.Isl.:	1.4	\$100+: 13.1	Non High School Grad: 21.1
Hispanic: *	4.1		High School Grad: 33.4
			College 1-3 years: 27.7
			College 4+ years: 17.8

Viable Stations

WBCT-FM	WBFX-FM	WFGH-FM	WGRD-FM
WJQK-AF	WKLQ-FM	WLAV-FM	WLHT-FM
WMJH-AM	WODJ-FM	WOOD-AM	WOOD-FM
WSNX-FM	WTKG-AM	WTRV-FM	WVTI-FM

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WOOD-TV	Grand Rapids	8	NBC	LIN	
WZZM-TV	Grand Rapids	13	ABC	Gannett	
WXMI-TV	Grand Rapids	17	FOX	Tribune	
WGVU-TV	Grand Rapids	35	PBS	Gnd. Valley St. U.	
WOTV	Battle Creek	41	ABC	Channel 41	LIN
WZPX	Battle Creek	43	PAX	Paxson	

Major Daily Newspapers

	AM	PM	Sun	Owner
The Grand Rapids Press		141,643	193,838	Advance Pub.(Booth)

Colleges and Universities

	(# of Students)
Grand Valley State U.	16,263
Grand Rapids CC	13,063
Calvin Coll.	4,016
Aquinas Coll.	2,418
Davenport C of Business	2,381
Cornerstone College and Grand Rapids Baptist Seminary	1,229
Kendall C of Art and Design	568
Reformed Bible Coll.	248
Grace Bible Coll.	153
Total Students (FT & PT)	40,339

Best Golf Courses

Blytheheld, Cascade

Weather Data

Elevation:	784		
Annual Precipitation:	33.2 in.		
Annual Snowfall:	77.6 in.		
Average Windspeed:	10.0 (W)		
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	30.3	83.3	57.7
Avg. Min. Temp:	16.0	59.6	37.9
Average Temp:	23.2	71.5	47.8

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Manufac., Durables	Admin. Support/Clerical	Jul 90: 7%
2 Retail Trade	Precis. Produc./Craft/Repair	Jul 91: 6.9%
3 Manufac., Non-Durables	Professional	Jul 92: 7.6%
4 Health Svcs.	Sales	Jul 93: 5.9%
5 Educational Svcs.	Machine Oprs., Fab., Assemb. & Inspec.	Jul 94: 5.2%
6 Other Prof. Svcs.	Svc., Exclud. Protective & HH	All of 1995: 4.0%
7 Wholesale Trade	Exec., Admin. & Managerial	All of 1996: 4.1%
8 Construction	Handlers, Cleaners, Help., Laborers	All of 1997: 3.4%
9 Fin., Ins. & Real Estate	Transportation & Moving	All of 1998: 3.0%
10 Business & Repair Svcs.	Technicians & Support	All of 1999: 3.2%
Total Metro Employees		
522,288		
Top 10 Total Employees		
457,266	87.55%	

Grand Rapids

Major Radio Station Sales

Major Radio Station Sales Since 1991

Year	Calls	From	To	Price	(E)
1991	WOOD AF	United Artists	Bruce Holberg	\$ 9,500,000	(E)
1992	WJFM-F	Fetzer	Broadcast Assoc.	\$3,150,000	
1993	WGRD A/F	Regional	Liggett	\$3,700,000	
1993	WLAV A/F	Adams	Bloomington	\$2,900,000	
1994	WBCT-F	Radio Assoc.	WOOD A/F owner	\$10,500,000	(E)
1994	WKEZ-F (Holland)	Mike Walton	Federated	\$3,750,000	
1995	WGRD A/F, WLHT-F	Liggett	Patterson	\$19,000,000	
1996	WOOD-AF, WBCT-F		Clear Channel	\$42,250,000	
1996	WCUZ-AF	Federated	Clear Channel	\$9,700,000	
1996	WKWM		Goodrich	\$200,000	
1996	WAKX-F (Holland)	Federated	Clear Channel	\$4,100,000	
1997	WRCV/WGRD-F	Patterson	Capstar	\$13,200,000	
1997	WLHT-F	Patterson	Capstar	\$17,500,000	
1997	WQFN-F		Capstar	\$1,900,000	
1998	WBBL/WLAV-F/WKLQ-F	Bloomington	Mgmt. Grp.	Group: \$66,812,850	
8/25/99	WSNX FM	Goodrich Broadcasting	Clear Channel	\$10,999,000	
8/25/99	WODJ FM	Goodrich Broadcasting	Bloomington	\$6,500,000	
1/23/00	WBBL AM, WKLQ FM, WLAV FM, WODJ FM	Bloomington	Citadel	Group purchase: \$176,000,000	
3/14/00	WGRD FM, WLHT FM, WTRV FM	AMFM	Regent Comm.	AMFM/CCU divest. \$67,000,000 + 11 stns.	
6/8/00	WNWZ AM	AMFM	Regent Comm.		
6/30/00	WHTC AM	Walton, LLC	Midwest		

2000 ARB Rank:	183	2000 Revenue:	\$15,200,000	Manager's Market Ranking (current):	3.7
2000 MSA Rank:	199	Rev per Share Point:	\$250,825	Manager's Market Ranking (future) :	3.1
2000 DMA Rank:	69 (w/Appleton)	Population per Station:	15,150		
2000 Rev Rank:	124 of 173	2000 Revenue Change:	7.8%	Five-year revenue gain % (95-00):	52.0

Revenue History and Projections

	Radio Revenue History						Radio Revenue Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	10.0	11.0	11.9	13.0	14.1	15.2					
Yearly Growth Rate (95-00): 6.6% assigned											
Projected Revenue Estimates:							15.8	16.6	17.8	19.5	20.9
Revenue per Capita:	47.17	51.40	54.59	58.82	62.95	67.26					
Yearly Growth Rate (95-00): 5.5% assigned											
Projected Revenue per Capita:							69.30	72.17	76.72	84.05	89.32
Resulting Revenue Estimate:							16.5	17.4	18.6	20.4	21.9
Revenue as % of Retail Sales:	0.0043	0.0046	0.0048	0.0048	0.0049	0.0046					
Mean % (95-00) 0.0047											
Resulting Revenue Estimate:							16.4	17.2	18.0	18.9	19.7
MEAN REVENUE ESTIMATE:							16.2	17.1	18.2	19.6	20.8

Population and Demographic Estimates

	Historic						Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.212	0.214	0.218	0.221	0.224	0.226	0.228	0.230	0.232	0.232	0.234
Retail Sales (billions):	2.30	2.40	2.50	2.70	2.90	3.30	3.48	3.66	3.84	4.02	4.20

Market Profile

Below-the-Line Listening Shares:	26.0
Unlisted Station Listening:	13.4
Total Lost Listening:	39.4
Available Share Points:	60.6
Number of Viable Stations:	10.5
Average Share Points per Viable Station:	5.8
Rev. per Available Share Point:	\$250,825
Estimated Rev. for Mean Station:	\$1,454,785
Average HH Income:	\$52,303
Average Age:	34.8
Average Education:	12.4
Average Home Value:	\$62,600
Population Change (1999-2004):	3.6
Retail Sales Change (1999-2004):	38.6
Cable Penetration:	59.6
Number of Class B or C FMs:	5

Confidence Levels

2000 Revenue Estimates:	Below Normal
2001-to-2005 Revenue Estimates:	Below Normal

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$15,200,000	19.0	0.0046
Television	\$31,500,000	39.5	0.0095
Newspaper	\$28,600,000	35.8	0.0087
Outdoor	\$2,500,000	3.1	0.0008
Cable TV	\$2,000,000	2.5	0.0006
Media Totals:	\$79,800,000		0.0242

Note: Use Newspaper and Outdoor estimates with caution. Split DMA with Appleton. TV rev. is estimate of Green Bay's share. Total TV revenue for DMA is estimated at \$59,000,000.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Midwest Communications: WGEE AM, WIXX FM, WLTM FM, WNFL AM	\$8,380,000	55.1
2 Green Bay Broadcasting: WDUZ AM, WQLH FM	\$1,850,000	12.2
3 Cumulus Media: WJLW FM, WOGB FM, WXWX FM	\$1,810,000	11.9
4 Woodward Communications, Inc.: WKSZ FM, WZOR FM	\$860,000	5.7

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WIXX FM	CHR	\$5,500,000	36.2
2 WNFL AM	T/SPRTS	\$1,400,000	9.2
3 WQLH FM	AC	\$1,375,000	9.0
4 WGEE AM	T	\$940,000	6.2
5 WOGB FM	O	\$780,000	5.1
6 WKSZ FM	CHR	\$660,000	4.3
7 WJLW FM	CL AOR	\$590,000	3.9
8 WLTM FM	SAC	\$540,000	3.6
9 WDUZ AM	SPRTS	\$475,000	3.1
10 WXWX FM	AOR	\$440,000	2.9
11 WZOR FM	AOR-NR	\$200,000	1.3

NOTE: Appleton stations take significant revenue out of Green Bay (and vice versa).

Green Bay

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Paper Products Food Products	Shopko Stores 422	Associated Banc-Corp	American Foods Group Green Bay Packaging Krueger International Packerland Packing SC Johnson Commercial Markets Schneider National (and more)	Computech Resources ZyQuest

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 95.1	<\$20: 18.4	12-to-24 22.2	Non High School Grad: 16.9
Black: 0.6	\$20-\$49.9: 33.8	25-to-54 54.9	High School Grad: 40.5
Amer. Indian: 2.2	\$50-\$99.9: 37.1	55-plus 22.9	College 1-3 years: 24.6
Asian/Pac. Isl.: 2.0	\$100+: 10.7		College 4+ years: 18.0
Hispanic: * 1.2			

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WBAY-TV	Green Bay	2	ABC	Young	
WFRV-TV	Green Bay	5	CBS	CBS	
WLUK-TV	Green Bay	11	FOX	Emmis	
WIWB	Suring	14	WB/PAX	ACME	
WGBA	Green Bay	26	NBC	Aries	
WACY	Appleton	32	UPN	Ace	Aries
WPNE	Green Bay	38	PBS	WI Ed. Comm.	Aries

Major Daily Newspapers

	AM	PM	Sun	Owner
Green Bay Press-Gazette		59,339	85,221	Gannett Co. Inc.
The Green Bay News-Chronicle	7,601			Brown County Publishing Co.

Viable Stations

WDUZ-AM	WGEE-AM	WIXX-FM	WJLW-FM
WKSZ-FM	WLTM-FM	WNFL-AM	WOGB-FM
WQLH-FM	WXWX-FM	WZOR-FM	

Colleges and Universities

	(# of Students)
U. of Wisconsin-Green Bay	5,394
Northeast Wisconsin Technical Coll.	4,390
St. Norbert Coll.	1,985
Bellin C of Nursing	176
Total Students (FT & PT)	11,945

Best Golf Courses

Weather Data

NO WEATHER DATA AVAILABLE.

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade 22,476 19.71%	Admin. Support/Clerical 18,208 15.97%	All of 1995 3.2%
2 Manufac., Non-Durables 16,351 14.34%	Professional 14,326 12.57%	All of 1996 3.0%
3 Manufac., Durables 9,603 8.42%	Sales 14,297 12.54%	All of 1997 3.2%
4 Health Svcs. 9,098 7.98%	Precis. Produc./Craft/Repair 12,950 11.36%	All of 1998 2.7%
5 Educational Svcs. 8,156 7.15%	Svc., Exclud. Protective & HH 12,924 11.34%	All of 1999 2.3%
6 Fin., Ins. & Real Estate 6,945 6.09%	Exec., Admin. & Managerial 12,841 11.26%	
7 Other Prof. Svcs. 6,437 5.65%	Machine Oprs., Fab., Assemb. & Inspec. 9,783 8.58%	
8 Wholesale Trade 5,871 5.15%	Transportation & Moving 5,313 4.66%	
9 Transportation 5,757 5.05%	Handlers, Cleaners, Help., Laborers 5,124 4.49%	
10 Construction 5,653 4.96%	Technicians & Support 3,724 3.27%	
Total Metro Employees 114,013		
Top 10 Total Employees 96,347 84.51%		

Major Radio Station Sales

Major Radio Station Sales Since 1993

Year	Calls	From	To	Price	(E)
1993	WHET-F (Sturgeon Bay)	Martin		\$2,100,000	
1994	WNFL, WKFX-F	Sold by WinCom	Cntrl Sts.	\$1,400,000	
1995	WJLW-F		Woodward	\$2,270,000	
1998	WJLW-F		Cumulus	\$2,500,000	
1998	WEZR-F		Cumulus	\$2,065,000	
12/16/99	WGBM FM	Bay-Lakes-Valley Bcstg.	Woodward	\$2,100,000	

Greensboro-Winston Salem

2000 ARB Rank:	42	2000 Revenue:	\$46,800,000	Manager's Market Ranking (current):	3.0
2000 MSA Rank:	47	Rev per Share Point:	\$663,830	Manager's Market Ranking (future) :	3.8
2000 DMA Rank:	47	Population per Station:	50,515		
2000 Rev Rank:	51 of 173	2000 Revenue Change:	5.9%	Five-year revenue gain % (95-00):	48.1

Revenue History and Projections

	Radio Revenue History						Radio Revenue Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	31.6	34.5	36.5	43.0	44.2	46.8					
Yearly Growth Rate (95-00): 6.3% assigned											
Projected Revenue Estimates:							48.9	52.0	55.7	60.2	63.8
Revenue per Capita:	27.97	30.00	31.47	36.44	37.14	38.94					
Yearly Growth Rate (95-00): 5.3% assigned											
Projected Revenue per Capita:							40.28	42.41	44.99	48.16	50.56
Resulting Revenue Estimate:							51.2	54.4	58.3	63.0	66.8
Revenue as % of Retail Sales:	0.0025	0.0026	0.0026	0.0029	0.0028	0.0028					
Mean % (95-00) 0.0027											
Resulting Revenue Estimate:							48.0	50.5	53.1	55.7	58.3
MEAN REVENUE ESTIMATE:							49.4	52.3	55.7	59.7	63.0

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	1.130	1.150	1.160	1.180	1.190	1.202	1.214	1.226	1.238	1.250	1.262
Retail Sales (billions):	12.50	13.30	13.90	14.70	15.60	16.80	17.76	18.72	19.68	20.64	21.60

Market Profile

Below-the-Line Listening Shares:	10.4
Unlisted Station Listening:	19.1
Total Lost Listening:	29.5
Available Share Points:	70.5
Number of Viable Stations:	12.0
Average Share Points per Viable Station:	5.9
Rev. per Available Share Point:	\$663,830
Estimated Rev. for Mean Station:	\$3,916,597
Average HH Income:	\$42,467
Average Age:	38.2
Average Education:	11.6
Average Home Value:	\$70,700
Population Change (1999-2004):	5.0
Retail Sales Change (1999-2004):	32.3
Cable Penetration:	64.2
Number of Class B or C FMs:	10

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. WIST-F and a few low-rated stations do not cooperate. Managers predict 5% to 6% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$46,800,000	19.7	0.0028
Television	\$88,000,000	37.0	0.0052
Newspaper	\$86,700,000	36.4	0.0052
Outdoor	\$10,400,000	4.4	0.0006
Cable TV	\$6,200,000	2.6	0.0004
Media Totals:	\$238,100,000		0.0142

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: WHSL FM, WMAG FM, WTQR FM, WXRA FM	\$18,290,000	39.1
2 Entercom: WEAL AM, WJMH FM, WMQX FM, WQMG FM	\$12,555,000	26.8
3 Dick Broadcasting, Inc.: WKRR FM, WKZL FM	\$7,470,000	16.0
4 Bahakel: WKSI FM, WPET AM	\$4,040,000	8.6
5 CBS/Infinity: WMFR AM, WSJS AM, WSML AM	\$3,530,000	7.5
6 GHB Broadcasting Co.: WIST FM, WTNC AM	\$340,000	0.7
7 Vernon H. Baker Stations: WSGH AM, WSGH AM	\$190,000	0.4

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WTQR FM	C	\$7,350,000	15.7
2 WMAG FM	AC	\$5,700,000	12.2
3 WQMG FM	B/A/C	\$4,550,000	9.7
4 WKRR FM	CL AOR	\$4,460,000	9.5
5 WMQX FM	O	\$3,975,000	8.5
6 WJMH FM	B	\$3,860,000	8.2
7 WKSI FM	AC/NR	\$3,680,000	7.9
8 WHSL FM	C	\$3,500,000	7.5
9 WSJS AM	FS/T	\$3,050,000	6.5
10 WKZL FM	CHR	\$3,010,000	6.4
11 WXRA FM	AOR	\$1,740,000	3.7
12 WMFR AM	T	\$480,000	1.0
13 WPET AM	G	\$360,000	0.8
14 WIST FM	ST	\$340,000	0.7
15 WSGH AM	SP	\$190,000	0.4
16 WEAL AM	B/G	\$170,000	0.4

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	79.9	\$36,646,000	(+3.0)
National:	20.1	\$9,242,000	(+18.8)

Note: Trade equals 3.7% of local. It was 3.8% in 1999 and 4.1% in 1998.

Greensboro-Winston Salem

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Textiles	R. J. Reynolds Tobacco	235	BB&T	LifeStyle Furnishings Intl
Furniture	Wachovia Corp.	251	Jefferson-Pilot	National Textiles
Tobacco	VF	309	Lowe's Companies	Sealy
Insurance	BB&T Corp	332	R.J. Reynolds	
Electrical Equipment	Jefferson-Pilot	495	VF Corporation	International Inventory Management
			Wachovia	

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	79.0	<\$20: 21.8	12-to-24 20.6
Black:	19.5	\$20-\$49.9: 38.0	25-to-54 53.5
Amer. Indian:	0.4	\$50-\$99.9: 30.4	55-plus 26.0
Asian/Pac.Isl.:	1.2	\$100+: 9.9	Non High School Grad: 28.1
Hispanic: *	1.6		High School Grad: 30.1
			College 1-3 years: 23.0
			College 4+ years: 18.8

Viable Stations

WHSL-FM	WIST-FM	WJMH-FM	WKRR-FM
WKSI-FM	WKZL-FM	WMAG-FM	WMFR-AM
WMQX-FM	WQMG-FM	WSJS-AM	WTQR-FM
WXRA-FM			

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WFMY-TV	Greensboro	2	CBS	Gannett	
WGHP	High Point	8	FOX	Fox	
WXII	Winston Salem	12	NBC	Hearst-Argyle	
WGPX	Burlington	16	PAX	Paxson	
WTWB-TV	Lexington	20	WB/FOX	Pappas	
WUNL	Winston Salem	26	S:WUNC	U. of NC	
WXLV	Winston Salem	45	ABC	Sullivan	Sinclair
WUPN-TV	Greensboro	48	UPN	Mission	Sinclair

Major Daily Newspapers

	AM	PM	Sun	Owner
News & Record	89,482		113,979	Landmark Comms. Inc.
Winston-Salem Journal	90,903		101,127	Media General Inc.

Colleges and Universities

	(# of Students)
U. of North Carolina at Greensboro	12,279
North Carolina Ag. and Technical State U.	7,326
Wake Forest U.	5,941
Forsyth Technical CC	3,217
High Point U.	3,030
Winston-Salem State U.	2,818
Randolph CC	1,447
(and more)	
Total Students (FT & PT)	41,116

Best Golf Courses

Bermuda Run, Tanglewood, Cardinal, Oak Hollow

Weather Data

NO WEATHER DATA AVAILABLE
See Raleigh for an approximation

Employment Breakdowns

By Industry		By Occupation		Unemployment	
1 Manufac., Non-Durables	103,966 16.29%	Admin. Support/Clerical	99,928 15.65%	Jul 90:	4.4%
2 Retail Trade	99,169 15.54%	Precis. Produc./Craft/Repair	84,200 13.19%	Jul 91:	5.4%
3 Manufac., Durables	88,167 13.81%	Machine Oprs., Fab., Assemb. & Inspec.	83,156 13.03%	Jul 92:	5.7%
4 Educational Svcs.	46,727 7.32%	Professional	74,630 11.69%	Jul 93:	4.1%
5 Health Svcs.	45,202 7.08%	Sales	72,359 11.34%	Jul 94:	3.9%
6 Construction	38,703 6.06%	Exec., Admin. & Managerial	71,942 11.27%	All of 1995	3.3%
7 Fin., Ins. & Real Estate	38,051 5.96%	Svc., Exclud. Protective & HH	56,194 8.80%	All of 1996	3.3%
8 Other Prof. Svcs.	31,537 4.94%	Handlers, Cleaners, Help., Laborers	27,399 4.29%	All of 1997	2.8%
9 Transportation	29,887 4.68%	Transportation & Moving	27,222 4.26%	All of 1998	2.7%
10 Wholesale Trade	28,643 4.49%	Technicians & Support	21,092 3.30%	All of 1999	2.4%
Total Metro Employees	638,314				
Top 10 Total Employees	550,052 86.17%				

Greensboro-Winston Salem

Major Radio Station Sales

Major Radio Station Sales Since 1989

Year	Calls	From	To	Price	(E)
1989	WMQX AF		Ralph Guild	\$7,000,000	
1989	WWMY-F (Eden)	Sold by Speed-O-Print		\$3,500,000	
1991	WKZL-F	Nationwide	Vic Rumore	\$1,600,000	
1992	WKZL-F		Dick	\$2,000,000	
1993	WGLD, WWWWB-F	Bernie Mann	First Union Bank	\$3,500,000	(E)
1993	WGLD, WWWWB-F	First Union	Franklin	\$3,000,000	
1993	WQMX-AF	EBE	Max Radio	\$2,500,000	
1993	WJMH-F	Beasley	Max Radio	\$3,000,000	
1993	WNEU-F (Eden)		Voyager	\$2,350,000	
1993	WMFR, WMAG-F	Voyager	to Hicks, Muse, Weber	\$5,600,000	
1993	WNEU-F	Voyager	to Hicks, Muse, Weber	\$2,400,000	
1993	WSJS	NewMarket	Radio Equity	\$5,400,000	
1993	WTQR-F	NewMarket	Radio Equity	\$14,000,000	
1994	WGLD, WWWWB-F	Franklin	HMW	\$3,500,000	
1994	WNEU-F		Radio Equity	\$3,500,000	
1994	WMQX	Max	Willis	\$200,000	
1994	WWMO (Eden)		HMW	\$1,300,000	
1995	WMFR, WWWWB, WMAG-F	HMW	SFX	\$6,000,000	
1996	WQMG-AF		Max	\$6,900,000	
1996	WSJS	Radio Equity	Clear Channel	\$7,500,000	
1996	WTQR-F	Radio Equity	Clear Channel	\$42,000,000	
1996	WXRA-F	Radio Equity	Clear Channel	\$6,800,000	
1996	WFAZ-F (Thomasville)		GHB	\$925,000	
1996	WTOB		Salem	\$355,000	
1997	AM CP (1470: Greensboro)		Salem	\$85,000	
1997	WETR (830: Eden)		Pulitzer		
1997	WHSL-F	SFX	Hicks/Chancellor	\$12,000,000	
1997	WMAG-F	SFX	Hicks/Chancellor	\$28,000,000	
1997	WMFR	SFX	Hicks/Chancellor	\$3,000,000	
1997	WTCK	SFX	Hicks/Chancellor	\$2,000,000	
1997	WJMH-F	Max	Sinclair Bcst Gp	\$15,400,000	
1997	WMQX-F	Max	Sinclair Bcst Gp	\$13,900,000	
1997	WQMG-AF	Max	Sinclair Bcst Gp	\$10,500,000	
1998	WKEW			\$420,000	
1998	WSML (Graham)		Clear Channel	\$800,000	
1998	WXII (830)	Pulitzer	Hearst-Argyle	\$1,100,000	
1998	WOKX (1590)			\$194,000	
1998	WBAG (1150; Burlington)			\$150,000	
3/16/99	WTCK AM	Capstar	Truth Bcstg.	\$500,000	
7/26/99	WEAL AM, WJMH FM, WMQX FM, WQMG FM	Sinclair Bcst Gp	Entercom	Group purchase: \$821,500,000	
3/6/00	WMFR AM, WSJS AM, WSML AM	AMFM/CCU	CBS/Infinity	AMFM/CCU divestiture. \$1,400,000,000	
3/16/00	WPOL AM	Willis	Truth Broadcasting	Swap: WCPK Norfolk + \$450,000	
6/15/00	WXII AM	Hearst-Argyle	Truth Broadcasting		
7/25/00	WTNC AM	Willis	GHB Broadcast	\$350,000	
7/26/00	WKEW AM	HSR Communications, LLC	Truth Broadcasting	\$800,000	

Greenville-New Bern-Jacksonville

2000 ARB Rank:	81	2000 Revenue:	\$24,000,000	Manager's Market Ranking (current):	3.6	
2000 MSA Rank:	277	Rev per Share Point:	\$313,725	Manager's Market Ranking (future) :	3.3	
2000 DMA Rank:	106	Population per Station:	19,767	24	Five-year revenue gain % (95-00):	64.4
2000 Rev Rank:	82 of 173	2000 Revenue Change:	6.7%			

Revenue History and Projections

	Radio Revenue History					Radio Revenue Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	14.6	17.3	18.8	20.5	22.5	24.0					
Yearly Growth Rate (95-00): 6.3% assigned											
Projected Revenue Estimates:							25.0	26.3	28.2	30.0	32.1
Revenue per Capita:	35.87	41.99	44.98	48.46	52.57	55.56					
Yearly Growth Rate (95-00): 5.9% assigned											
Projected Revenue per Capita:							57.34	59.77	63.51	66.96	71.02
Resulting Revenue Estimate:							26.2	27.5	29.5	31.4	33.6
Revenue as % of Retail Sales:	0.0039	0.0044	0.0046	0.0047	0.0046	0.0045					
Mean % (95-00) 0.0045											
Resulting Revenue Estimate:							24.9	26.0	27.1	28.2	29.3
MEAN REVENUE ESTIMATE:							25.4	26.6	28.3	29.9	31.7

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.407	0.412	0.418	0.423	0.428	0.432	0.436	0.440	0.444	0.448	0.452
Retail Sales (billions):	3.70	3.90	4.10	4.40	4.90	5.30	5.54	5.78	6.02	6.26	6.50

Market Profile

Below-the-Line Listening Shares:	8.6
Unlisted Station Listening:	14.9
Total Lost Listening:	23.5
Available Share Points:	76.5
Number of Viable Stations:	12.0
Average Share Points per Viable Station:	6.4
Rev. per Available Share Point:	\$313,725
Estimated Rev. for Mean Station:	\$2,007,840
Average HH Income:	\$37,632
Average Age:	32.6
Average Education:	12.3
Average Home Value:	\$61,700
Population Change (1999-2004):	4.7
Retail Sales Change (1999-2004):	27.8
Cable Penetration:	64.9
Number of Class B or C FMs:	11

Confidence Levels

2000 Revenue Estimates:	Slightly Below Normal
2001-to-2005 Revenue Estimates:	Slightly Below Normal

Comments: Market reports revenue to Miller, Kaplan although many stations do not cooperate. Managers expect a 5% to 6% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$24,000,000	38.7	0.0045
Television	\$38,000,000	61.3	0.0072
Newspaper			
Outdoor			
Cable TV			
Media Totals:	\$62,000,000		0.0117

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Beasley Broadcast Group: WIKS FM, WMGV FM, WNCT FM, WNCT AM, WSFL FM, WXNR FM	\$11,805,000	49.2
2 NextMedia: WANG FM, WANG FM, WANJ FM, WDLX AM, WERO FM, WKOO FM, WQSL FM, WRNS AM, WRNS FM, WXQR FM	\$7,665,000	31.9
3 Eastern Carolina Broadcasting Co.: WBTB AM, WCBZ FM, WNBR FM, WRHT FM, WZBR FM	\$1,900,000	7.9
4 Willis: WELS FM, WELS AM	\$330,000	1.4
5 Northstar Broadcasting, Inc.: WRSV FM	\$280,000	1.2

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WRNS AF	C	\$5,000,000	20.8
2 WSFL FM	CL AOR	\$3,325,000	13.9
3 WIKS FM	B	\$3,300,000	13.8
4 WNCT FM	O	\$2,400,000	10.0
5 WRHT FF	CHR	\$1,900,000	7.9
6 WXNR FM	AOR-NR	\$1,350,000	5.6
7 WMGV FM	AC/CHR	\$1,230,000	5.1
8 WERO FM	AC/CHR	\$700,000	2.9
9 WXQR FM	AOR	\$640,000	2.7
10 WKOO FM	O	\$590,000	2.5
11 WQSL FM	CHR	\$445,000	1.9
12 WELS FM	B/G	\$330,000	1.4
13 WANG FF	ST	\$290,000	1.2
14 WRSV FM	B	\$280,000	1.2

Greenville-New Bern-Jacksonville

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	64.3	<\$20: 30.5	12-to-24 27.2
Black:	34.3	\$20-\$49.9: 34.7	25-to-54 50.4
Amer. Indian:	0.2	\$50-\$99.9: 26.6	55-plus 22.4
Asian/Pac. Isl.:	1.2	\$100+: 8.2	Non High School Grad: 27.0
Hispanic: *	1.9		High School Grad: 24.1
			College 1-3 years: 25.0
			College 4+ years: 23.9

Viable Stations

WANG-FM	WELS-FM	WERO-FM	WIKS-FM
WKOO-FM	WMGV-FM	WNCT-FM	WQSL-FM
WRHT-FM	WRNS-AF	WRSV-FM	WSFL-FM
WXNR-FM	WXQR-FM		

Colleges and Universities

Colleges and Universities	(# of Students)
East Carolina U.	18,215
Coastal Carolina CC	3,309
Pitt CC	3,242
Craven CC	1,916
Carteret CC	1,146
Total Students (FT & PT)	27,828

Weather Data

NO WEATHER DATA AVAILABLE.

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WITN-TV	Washington	7	NBC	Gray	
WFXI	Morehead City	8	FOX	GOCOM	
WNCT-TV	Greenville	9	CBS	Media General	
WCTI	New Bern	12	ABC	Lamco	
WUNM-TV	Jacksonville	19	S:WUNC	U. of NC	
WUNK-TV	Greenville	25	S:WUNC	U. of NC	
WEPX (JSA)	Greenville	38	PAX	Paxson	GOCOM

Major Daily Newspapers

	AM	PM	Sun	Owner
Jacksonville Daily News	21,537		23,747	Freedom Communications Inc.
The Daily Reflector	20,228		23,038	Cox Newspapers Inc.
New Bern Sun Journal	15,177		16,416	Freedom Communications Inc.

Employment Breakdowns

By Industry		By Occupation		Unemployment	
1 Retail Trade	11,868 18.29%	Professional	10,873 16.75%	All of 1995	4.8%
2 Educational Svcs.	9,147 14.09%	Admin. Support/Clerical	9,132 14.07%	All of 1996	5.1%
3 Manufac., Non-Durables	8,181 12.61%	Sales	7,908 12.19%	All of 1997	4.8%
4 Health Svcs.	6,788 10.46%	Svc., Exclud. Protective & HH	7,364 11.35%	All of 1998	4.4%
5 Manufac., Durables	5,285 8.14%	Exec., Admin. & Managerial	6,853 10.56%	All of 1999	4.5%
6 Construction	4,306 6.64%	Precis. Produc./Craft/Repair	6,684 10.30%		
7 Other Prof. Svcs.	2,962 4.56%	Machine Oprs., Fab., Assemb. & Inspec.	5,639 8.69%		
8 Fin., Ins. & Real Estate	2,604 4.01%	Handlers, Cleaners, Help., Laborers	2,601 4.01%		
9 Wholesale Trade	2,556 3.94%	Technicians & Support	2,588 3.99%		
10 Agri., Forestry & Fisheries	2,242 3.45%	Farming, Forestry & Fishing	2,021 3.11%		
Total Metro Employees	64,897				
Top 10 Total Employees	55,939	86.20%			

Major Radio Station Sales

Major Radio Station Sales Since 1995

Year	Calls	From	To	Price	(E)
1995	WCBZ-F		WRHT-F owner	\$725,000	
1995	WRRF, WDLX-F		Pinnacle	\$3,750,000	
1995	WKQT-F		Stephen Taylor	\$2,000,000	
1995	WNCT-AF	Tomlin-Knapp (Park)	Beasley	\$3,000,000	
1996	WELS-AF		Willis	\$150,000	
1996	WXNR-F	S. Taylor	Beasley	\$2,000,000	
1996	WIKS-F, WMGV-F	S. Taylor	Beasley	\$14,000,000	
1997	WKOO-F/WKJA-F	Roger Ingram	Pinnacle	\$4,000,000	
1997	WQSL-F	HVS	Cumulus	\$1,200,000	
1997	WXQR-F	HVS	Cumulus	\$900,000	
1997	WJNC			\$300,000	
1998	WGPM-F		WCZI-F owner	\$750,000	
1/29/99	WNBR FM, WZBR FM	Conner	Eastern Carolina Bcstg.	\$1,200,000	
4/27/99	WMBL AM	Ashley Moseley	Jacor	\$228,000	
7/18/99	WLNR AM	Conner Media Corp.	Pellowski Republic, Inc.	\$250,000	
9/15/99	WSTK AM	Eastern Broadcasting	Conner Media		
2/14/00	WANG AM, WDLX AM, WRNS AM, WANG FM, WANJ FM, WERO FM, WKOO FM, WRNS FM	Pinnacle	NextMedia	Group transaction: \$75,000,000	
2/24/00	WYND FM	Coastal Broadcasting	OBX Broadcasting	With WNHW-FM: \$1,300,000	
2/24/00	WNHW FM	Coastal Broadcasting	OBX Broadcasting	With WYND-FM: \$1,300,000	
5/1/00	WNOS AM	RRR Broadcasting	CTC Media Group	\$65,000	
11/3/00	WQSL FM, WXQR FM	Cumulus	NextMedia		

Greenville-Spartanburg

2000 ARB Rank:	58	2000 Revenue:	\$42,100,000	Manager's Market Ranking (current):	3.7
2000 MSA Rank:	64	Rev per Share Point:	\$541,131	Manager's Market Ranking (future) :	3.8
2000 DMA Rank:	35 (w/Asheville)	Population per Station:	37,305	20	
2000 Rev Rank:	56 of 173	2000 Revenue Change:	12.0%	Five-year revenue gain % (95-00):	57.7

Revenue History and Projections

	Radio Revenue History					Radio Revenue Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	26.7	28.0	30.9	32.8	37.6	42.1					
Yearly Growth Rate (95-00): 6.9% assigned											
Projected Revenue Estimates:							43.5	46.2	49.2	54.1	58.2
Revenue per Capita:	30.17	31.04	33.48	35.42	40.17	44.46					
Yearly Growth Rate (95-00): 6.0% assigned											
Projected Revenue per Capita:							45.41	47.68	50.20	54.48	57.97
Resulting Revenue Estimate:							45.5	48.4	51.5	56.6	60.9
Revenue as % of Retail Sales:	0.0028	0.0027	0.0029	0.0029	0.0031	0.0031					
Mean % (95-00) 0.0029											
Resulting Revenue Estimate:							42.2	45.5	48.8	52.1	55.4
MEAN REVENUE ESTIMATE:							43.7	46.7	49.8	54.3	58.2

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.885	0.902	0.923	0.926	0.936	0.947	0.958	0.969	0.980	0.993	1.004
Retail Sales (billions):	9.60	10.40	10.80	11.40	12.30	13.40	14.54	15.68	16.82	17.96	19.10

Market Profile

Below-the-Line Listening Shares:	4.9
Unlisted Station Listening:	17.3
Total Lost Listening:	22.2
Available Share Points:	77.8
Number of Viable Stations:	12.0
Average Share Points per Viable Station:	6.5
Rev. per Available Share Point:	\$541,131
Estimated Rev. for Mean Station:	\$3,517,352
Average HH Income:	\$40,746
Average Age:	36.2
Average Education:	11.4
Average Home Value:	\$59,500
Population Change (1999-2004):	6.1
Retail Sales Change (1999-2004):	46.0
Cable Penetration:	60.9
Number of Class B or C FMs:	9

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. WMUU-F, WPEK-F, and a few others do not cooperate so estimates were made. Managers expect 5% to 7% growth in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$42,100,000	17.7	0.0031
Television	\$101,700,000	42.8	0.0076
Newspaper	\$79,000,000	33.3	0.0059
Outdoor	\$8,200,000	3.5	0.0006
Cable TV	\$6,400,000	2.7	0.0005
Media Totals:	\$237,400,000		0.0177

Note: Use Newspaper and Outdoor estimates with caution. Split DMA with Asheville. TV revenue is estimate of Greenville's share. Total TV revenue for DMA is estimated at \$127,000,000.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: WESC FM, WGVL AM, WLFJ AM, WMYI FM, WSSL FM	\$15,880,000	37.7
2 Entercom: WCSZ AM, WFBC FM, WORD AM, WSPA FM, WSPA AM, WYRD AM	\$11,250,000	26.7
3 Barnstable: WROQ FM, WTPT FM	\$7,950,000	18.9
4 Cox Radio: WJMZ FM, WPEK FM	\$6,072,000	14.4
5 Palm Broadcasting: WOLI FM, WOLT FM	\$1,250,000	3.0
6 WMUU, Inc.: WMUU FM, WMUU AM	\$600,000	1.4
7 Full Gospel WPJM 800 AM Radio: WPJM AM	\$220,000	0.5

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WSSL FM	C	\$7,150,000	17.0
2 WROQ FM	AOR	\$5,750,000	13.7
3 WJMZ FM	B	\$5,422,000	12.9
4 WMYI FM	AC	\$5,120,000	12.2
5 WFBC FM	CHR	\$4,573,000	10.9
6 WSPA FM	SAC	\$3,400,000	8.1
7 WESC FM	C	\$3,300,000	7.8
8 WTPT FM	AOR	\$2,200,000	5.2
9 WOLI FM	O	\$1,250,000	3.0
10 WORD AM	T	\$1,250,000	3.0
11 WSPA AM	T	\$688,000	1.6
12 WPEK FM	T	\$650,000	1.5
13 WMUU FM	ST/EZ	\$600,000	1.4
14 WGVL AM	SP	\$310,000	0.7
15 WPJM AM	B/G	\$220,000	0.5

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	80.7	\$32,633,000	(+11.2)
National:	19.3	\$7,822,000	(+14.9)

Note: Trade equals 2.2% of local. It was 2.3% in 1999.

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Textiles Chemicals Clothing	Timber Electronics		Milliken & Co	Operations Associates

Socio-Economic Breakdowns

Ethnic	Income (\$000)		Age	Education	
White:	81.0	<\$20:	24.2	12-to-24	21.8
Black:	17.9	\$20-\$49.9:	36.8	25-to-54	52.6
Amer. Indian:	0.2	\$50-\$99.9:	30.1	55-plus	25.6
Asian/Pac. Isl.:	0.9	\$100+:	8.9	Non High School Grad:	32.8
Hispanic: *	1.2			High School Grad:	28.8
				College 1-3 years:	21.5
				College 4+ years:	17.0

Viable Stations

WESC-FM	WFBC-FM	WJMZ-FM	WMUU-FM
WMYI-FM	WOLI-FF	WORD-AA	WPEK-FM
WROQ-FM	WSPA-AM	WSPA-FM	WSSL-FM
WTPT-FM			

Colleges and Universities

	(# of Students)
Clemson U.	16,569
Greenville Technical Coll.	9,422
U. of South Carolina at Spartanburg	3,767
Furman U.	2,981
Spartanburg Technical Coll.	2,566
Converse Coll.	1,388
Wofford Coll.	1,078
(and more)	
Total Students (FT & PT)	39,064

Best Golf Courses

Greenville CC (Chanticleer), Kenmure, Links O'Tryon

Weather Data

NO WEATHER DATA AVAILABLE.

Competitive Media

Major Over the Air Television Calls

City of Lic.	Chan.	Net	Owner	LMA/JSA
Greenville	4	NBC	Hearst-Argyle	
Spartanburg	7	CBS	Media Gen'l	
Asheville	13	ABC	Sinclair	
Asheville	21	FOX	Meredith	
Greenville	29	PBS	SC ETV	
Toccoa, GA	32	CBS	Media Gen'l	
Asheville	33	S:WUNC	U. of NC	
Anderson	40	WB	Glencairn	Sinclair
Spartanburg	49	PBS	SC ETV	
Asheville	62	UPN/WB	Pappas	Media Gen'l

Major Daily Newspapers

	AM	PM	Sun	Owner
The Greenville News	97,655		133,167	Gannett Co. Inc.
Spartanburg Herald-Journal	56,378		64,600	New York Times Co.

Employment Breakdowns

By Industry		By Occupation		Unemployment	
1 Manufac., Non-Durables	99,275	21.07%	Machine Oprs., Fab., Assemb. & Inspec.	68,791	14.60%
2 Retail Trade	76,138	16.16%	Precis. Produc./Craft/Repair	65,667	13.94%
3 Manufac., Durables	52,853	11.22%	Admin. Support/Clerical	62,965	13.36%
4 Educational Svcs.	36,050	7.65%	Professional	56,757	12.05%
5 Construction	35,756	7.59%	Sales	54,200	11.50%
6 Health Svcs.	28,273	6.00%	Exec., Admin. & Managerial	49,042	10.41%
7 Other Prof. Svcs.	23,285	4.94%	Svc., Exclud. Protective & HH	42,827	9.09%
8 Wholesale Trade	21,244	4.51%	Handlers, Cleaners, Help., Laborers	21,482	4.56%
9 Fin., Ins. & Real Estate	21,193	4.50%	Transportation & Moving	18,566	3.94%
10 Business & Repair Svcs.	18,208	3.86%	Technicians & Support	17,615	3.74%
					Aug 88:
					Jul 89:
					Jul 90:
					Jul 91:
					Jul 92:
					Jul 93:
					Jul 94:
					Jul 95:
					Jul 96:
					Aug 98:
Total Metro Employees	471,133				
Top 10 Total Employees	412,275	87.51%			

Major Radio Station Sales

Major Radio Station Sales Since 1996

Year	Calls	From	To	Price	(E)
1996	WROQ-F	ABS	SFX	\$14,000,000	
1996	WFBC-AF, WORD	River City	Sinclair		
1996	WESC-AF	Benchmark	Capstar	\$16,500,000	
1996	WFNQ-F	Benchmark	Capstar	\$4,000,000	
1996	WJMZ-F	Benchmark	Capstar	\$8,900,000	
1997	WESC-AF, WTPT-F	Traded by Capstar	SFX		WGNE-F & KKRD-F/KRZZ-F (Wichita & Daytona Bch)
1997	WESC-AF	SFX	Hicks/Chancellor	\$26,000,000	
1997	WVGL	SFX	Hicks/Chancellor	< \$1,000,000	
1997	WMYI-F	SFX	Hicks/Chancellor	\$38,000,000	
1997	WROQ-F	SFX	Hicks/Chancellor	\$37,000,000	
1997	WSSL-F	SFX	Hicks/Chancellor	\$45,000,000	
1997	WTPT-F	SFX	Hicks/Chancellor	\$10,000,000	
1997	WSPA-AF		Sinclair Bcst Gp	\$5,150,000	
1997	WFBC-F,WORD-AA	Keymarket	Sinclair Bcst Gp	\$8,400,000	
1998	WJMZ-F	Capstar	Clear Channel	\$16,000,000	
1998	WESC-AF	Capstar	Clear Channel	\$18,900,000	
1998	WTPT-F	Capstar	Clear Channel	\$10,000,000	
1998	WFIS			\$195,000	
4/8/99	WELP AM	Associated Bcstg.	Upstate Radio, Inc.	\$150,000	
7/26/99	WORD AM	Sinclair Bcst Gp	Entercom	With WYRD, WSPA: \$3,000,000	
7/26/99	WYRD AM	Sinclair Bcst Gp	Entercom	With WORD, WSPA: \$3,000,000	
7/26/99	WSPA AM	Sinclair Bcst Gp	Entercom	With WORD, WYRD: \$3,000,000	
7/26/99	WSPA FM	Sinclair Bcst Gp	Entercom	Group purchase: \$821,500,000	
7/26/99	WFBC FM	Sinclair Bcst Gp	Entercom	Group purchase: \$821,500,000	
2/23/00	WHYZ AM	WHYZ Radio, LP	Entercom	\$1,500,000 Estimated price	
3/9/00	WROQ FM	AMFM	Barnstable	AMFM/CCU divestiture. With WTPT FM: price NA	
3/9/00	WTPT FM	Clear Channel	Barnstable	AMFM/CCU divestiture. With WROQ FM: price NA	
3/13/00	WJMZ FM	Clear Channel	Radio One	AMFM/CCU divestiture. Group transaction: price NA	
8/8/00	WPEK FM	Alpeak Broadcasting Corp.	Radio One	\$7,500,000	
9/12/00	WPEK FM	Alpeak Broadcasting Corp.	Radio One	\$169,191	
11/7/00	WJMZ FM, WPEK FM	Radio One	Cox Radio		

Harrisburg

2000 ARB Rank:	77	2000 Revenue:	\$28,300,000	Manager's Market Ranking (current):	3.5
2000 MSA Rank:	83	Rev per Share Point:	\$396,501	Manager's Market Ranking (future) :	3.2
2000 DMA Rank:	46 (w/Lancaster, York)	Population per Station:	26,305	20	
2000 Rev Rank:	73 of 173	2000 Revenue Change:	4.0%	Five-year revenue gain % (95-00):	35.4

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	20.9	21.7	23.4	25.5	27.2	28.3					
Yearly Growth Rate (95-00): 6.0% assigned											
Projected Revenue Estimates:							29.3	31.2	33.4	36.1	38.9
Revenue per Capita:	33.98	35.23	37.86	41.06	44.08	45.72					
Yearly Growth Rate (95-00): 5.1% assigned											
Projected Revenue per Capita:							47.18	50.08	53.44	57.67	61.94
Resulting Revenue Estimate:							30.7	32.7	35.0	37.8	40.7
Revenue as % of Retail Sales:	0.0033	0.0031	0.0031	0.0033	0.0032	0.0031					
Mean % (95-00) 0.0032											
Resulting Revenue Estimate:							31.1	33.1	35.1	37.1	39.0
MEAN REVENUE ESTIMATE:							30.4	32.3	34.5	37.0	39.6

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.615	0.616	0.618	0.621	0.617	0.619	0.621	0.623	0.625	0.626	0.628
Retail Sales (billions):	6.40	7.10	7.50	7.80	8.40	9.10	9.72	10.34	10.96	11.58	12.20

Market Profile

Below-the-Line Listening Shares:	18.3
Unlisted Station Listening:	13.1
Total Lost Listening:	31.4
Available Share Points:	68.6
Number of Viable Stations:	10.5
Average Share Points per Viable Station:	6.5
Rev. per Available Share Point:	\$396,501
Estimated Rev. for Mean Station:	\$2,577,257
Average HH Income:	\$51,578
Average Age:	37.8
Average Education:	12.1
Average Home Value:	\$75,400
Population Change (1999-2004):	1.5
Retail Sales Change (1999-2004):	37.9
Cable Penetration:	78.8
Number of Class B or C FMs:	5

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Hungerford. All major stations cooperate. Some revenue for WRKZ-F and WRVV-F is allocated to Lancaster and York.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$28,300,000	20.3	0.0031
Television	\$52,800,000	37.9	0.0058
Newspaper	\$52,000,000	37.3	0.0057
Outdoor	\$6,300,000	4.5	0.0007
Cable TV			
Media Totals:	\$139,400,000		0.0153

Note: Use Newspaper and Outdoor estimates with caution. Split DMA with Lancaster and York. TV revenue figures is estimate of Harrisburg's share. Total TV revenue for DMA is estimated at \$97,000,000.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: WHP AM, WKBO AM, WRBT FM, WRVV FM, WWKL FM, WWKL AM	\$11,860,000	43.6
2 Cumulus Media: WNCE FM, WNNK FM, WTCY AM, WTPA FM	\$10,960,000	40.3
3 Citadel: WHYL FM, WHYL AM, WQXA FM, WRKZ FM	\$5,900,000	21.7
4 Lebanon Broadcasting Co.: WLBR AM, WQIC FM	\$350,000	1.3

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WNNK FM	CHR	\$8,000,000	29.4
2 WRVV FM	AC/NR	\$5,030,000	18.5
3 WRKZ FM	C	\$3,180,000	11.7
4 WTPA FF	AOR	\$2,700,000	9.9
5 WHP AA	FS/T	\$2,650,000	9.7
6 WRBT FM	C	\$2,560,000	9.4
7 WQXA FM	AOR	\$2,160,000	7.9
8 WWKL FM	O	\$1,620,000	6.0
9 WHYL FM	C	\$360,000	1.3
10 WLBR AM	FS	\$350,000	1.3
11 WTCY AM	B/AC	\$260,000	1.0
12 WHYL AM	ST	\$200,000	0.7

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	77.4	\$22,336,000	(+3)
National:	22.6	\$6,534,000	(+9.2)
Note: Trade equals 5.4% of local. In 1999, it was 7.4% and in 1998, it was 9.8%			

NOTE: WRKZ-F, WTPA-F and, in particular, WQXA-F derive significant revenue from York. WQXA-F should be above-the-line in York rather than Harrisburg. Adjustments were made to the above table.

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Government Meat and Dairy Steel Chocolate Products Truck Trailers	Rite Aid Hershey Foods	130 398	Rite Aid Hershey Foods	

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	90.3	<\$20: 16.9	12-to-24 19.7
Black:	7.9	\$20-\$49.9: 37.2	25-to-54 52.2
Amer. Indian:	0.2	\$50-\$99.9: 35.4	55-plus 28.1
Asian/Pac. Isl.:	1.7	\$100+:	10.5
Hispanic: *	2.5		
			Non High School Grad: 22.7
			High School Grad: 40.6
			College 1-3 years: 18.2
			College 4+ years: 18.5

Viable Stations

WHP-AA	WHYL-AM	WHYL-FM	WKBO-AM
WLBR-AM	WNNK-FM	WQXA-FM	WRBT-FM
WRKZ-FM	WRVV-FM	WTCY-AM	WTPA-FF
WWKL-FM			

Colleges and Universities

	(# of Students)
Harrisburg Area CC	8,030
Penn State Harrisburg	3,256
Messiah Coll.	2,676
Lebanon Valley C of Pennsylvania	1,878
Dickinson Coll.	1,785
Elizabethtown Coll.	1,730
Central Pennsylvania Business School	523
Electronic Inst.s: Middletown	95
Total Students (FT & PT)	19,973

Best Golf Courses

Hershey

Weather Data

Elevation:	338		
Annual Precipitation:	38.0 in		
Annual Snowfall:	35.4 in		
Average Windspeed:	7.7 (WNW)		
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	37.7	86.8	63.3
Avg. Min. Temp:	22.5	65.4	43.4
Average Temp:	30.1	76.1	53.4

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WGAL	Lancaster	8	NBC	Hearst-Argyle	
WLYH-TV	Lebanon	15	UPN	SJL	Clear
Channel					
WHP-TV	Harrisburg	21	CBS	Clear Channel	
WHTM-TV	Harrisburg	27	ABC	Allbritton	
WITF-TV	Harrisburg	33	PBS	WITF	
WPMT-TV	York	43	FOX	Tribune	
WGCB	Red Lion	49	IND	Red Lion	

Major Daily Newspapers

	AM	PM	Sun	Owner
The Patriot-News	99,426		157,062	Newhouse

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade 49,979 15.69%	Admin. Support/Clerical 60,543 19.01%	Jul 90: 4.1%
2 Public Administration 32,754 10.28%	Professional 42,626 13.38%	Jul 91: 5.5%
3 Health Svcs. 27,844 8.74%	Exec., Admin. & Managerial 37,740 11.85%	Jul 92: 5.4%
4 Manufac., Non-Durables 26,404 8.29%	Precis. Produc./Craft/Repair 34,261 10.76%	Jul 93: 4.9%
5 Manufac., Durables 26,175 8.22%	Svc., Exclud. Protective & HH 33,402 10.49%	Jul 94: 4.7%
6 Educational Svcs. 23,615 7.41%	Sales 31,616 9.93%	All of 1995 3.8%
7 Fin., Ins. & Real Estate 23,495 7.38%	Machine Oprs., Fab., Assemb. & Inspec. 20,978 6.59%	All of 1996 3.4%
8 Other Prof. Svcs. 18,761 5.89%	Handlers, Cleaners, Help., Laborers 19,129 6.01%	All of 1997 3.3%
9 Construction 18,488 5.81%	Transportation & Moving 14,700 4.62%	All of 1998 3.0%
10 Transportation 17,071 5.36%	Technicians & Support 12,627 3.96%	All of 1999 3.3%
Total Metro Employees 318,477		
Top 10 Total Employees 264,586 83.08%		

Major Radio Station Sales

Major Radio Station Sales Since 1991

Year	Calls	From	To	Price	(E)
1991	WHP-AF	Commonwealth	Dame	\$3,250,000	
1992	WNNK-AF	Keymarket	Calendar	\$12,000,000	
1995	WCMB, WIMX-F		Barnstable	\$2,250,000	
1995	WCTX-F (Palmyra)		WTPA-F	\$870,000	
1995	WTCY, WNNK-F	Calendar	Patterson	\$20,300,000	
1996	WCMB, WWKL-F, WYMJ-F	Barnstable	Dame	\$11,000,000	
1997	WRKZ-F	Telemedia	Citadel	\$13,000,000	
1997	WTCY	Patterson	Capstar	\$1,000,000	
1997	WNNK-F	Patterson	Capstar	\$30,800,000	
1998	WADV (940; Lebanon)			5,000 (for 50%)	
1998	WRVV-F	Dame	Clear Channel	\$16,900,000	
1998	WRBT-F	Dame	Clear Channel	\$5,000,000	
1998	WKBO	Dame	Clear Channel	\$700,000	
1998	WWKL (1460)	Dame	Clear Channel	\$600,000	
1998	WHP	Dame	Clear Channel	\$9,000,000	
1998	WHYL-AF		Citadel	\$4,250,000	
2/16/99	WNCE FM, WTPA FM	Quaker State Bcstg.	Capstar	\$15,000,000	
3/6/00	WTCY AM, WNCE FM, WTPA FM, WNNK FM	AMFM	Cumulus	AMFM/CCU divestiture. \$159,000,000 + swaps	

Hartford

2000 ARB Rank:	44	2000 Revenue:	\$75,100,000	Manager's Market Ranking (current):	3.1
2000 MSA Rank:	52	Rev per Share Point:	\$998,650	Manager's Market Ranking (future):	3.3
2000 DMA Rank:	27 (w/New Haven)	Population per Station:	60,288	16	
2000 Rev Rank:	38 of 173	2000 Revenue Change:	1.5%	Five-year revenue gain % (95-00):	58.4

Revenue History and Projections

	Radio Revenue History					Radio Revenue Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	47.4	51.2	56.9	65.9	74.0	75.1					
Yearly Growth Rate (95-00): 6.1% assigned											
Projected Revenue Estimates:							77.4	82.0	87.7	92.1	97.7
Revenue per Capita:	42.70	46.13	51.26	58.84	66.07	66.82					
Yearly Growth Rate (95-00): 5.3% assigned											
Projected Revenue per Capita:							68.62	72.44	77.20	80.79	85.40
Resulting Revenue Estimate:							81.0	85.9	91.8	96.4	102.3
Revenue as % of Retail Sales:	0.0045	0.0046	0.0050	0.0054	0.0056	0.0054					
Mean % (95-00): 0.0051											
Resulting Revenue Estimate:							73.7	76.1	78.4	80.8	83.1
MEAN REVENUE ESTIMATE:							77.4	81.3	86.0	89.8	94.4

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	1.110	1.110	1.110	1.120	1.120	1.124	1.128	1.132	1.136	1.140	1.144
Retail Sales (billions):	10.50	11.20	11.30	12.20	13.20	14.00	14.46	14.92	15.38	15.84	16.30

Market Profile

Below-the-Line Listening Shares:	7.9
Unlisted Station Listening:	18.0
Total Lost Listening:	25.9
Available Share Points:	74.1
Number of Viable Stations:	12.0
Average Share Points per Viable Station:	6.2
Rev. per Available Share Point:	\$998,650
Estimated Rev. for Mean Station:	\$6,191,630
Average HH Income:	\$59,642
Average Age:	37.2
Average Education:	12.9
Average Home Value:	\$166,800
Population Change (1999-2004):	1.8
Retail Sales Change (1999-2004):	20.0
Cable Penetration:	88.0
Number of Class B or C FMs:	9

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. All stations report except WNEZ, WLAT and WRYM. Managers predict 3% to 5% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$75,100,000	20.5	0.0054
Television	\$144,000,000	39.2	0.0103
Newspaper	\$127,000,000	34.6	0.0091
Outdoor	\$13,000,000	3.5	0.0009
Cable TV	\$8,100,000	2.2	0.0006
Media Totals:	\$367,200,000		0.0262

Note: Use Newspaper and Outdoor estimates with caution. Split DMA with New Haven. TV revenue is estimate of Hartford's share. Total TV revenue for DMA is estimated at \$200,000,000.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 CBS/Infinity: WRCH FM, WTIC AM, WTIC FM, WZMX FM	\$34,690,000	46.9
2 Clear Channel: WHCN FM, WKSS FM, WMRQ FM, WPOP AM, WWYZ FM	\$28,975,000	39.2
3 Buckley Broadcasting: WDRC FM, WDRC AM, WMMW AM, WSNG AM	\$5,500,000	7.4
4 Marlin Broadcasting, LLC: WCCC AM, WCCC FM	\$4,850,000	6.6

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WRCH FM	SAC	\$12,400,000	16.8
2 WKSS FM	CHR	\$10,500,000	14.2
3 WTIC AM	FS	\$9,950,000	13.4
4 WTIC FM	AC/CHR	\$9,260,000	12.5
5 WWYZ FM	C	\$8,750,000	11.8
6 WCCC FM	AOR	\$4,850,000	6.6
7 WMRQ FM	AOR-NR	\$4,825,000	6.5
8 WHCN FM	CL AOR	\$4,500,000	6.1
9 WDRC FM	O	\$3,800,000	5.1
10 WZMX FM	B/O	\$3,080,000	4.2
11 WDRC AA	ST	\$1,700,000	2.3
12 WPOP AM	SPRTS	\$400,000	0.5

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	72.0	\$53,466,000	(+5.3)
National:	28.0	\$20,781,000	(-7.5)

Note: Trade equals 1.9% of local. It was 2.2% in 1999.

Commerce and Industry

Important Businesses and Industries

Insurance
Airplane Components
Research
Firearms
Food Products
Ball and Roller Bearings
Wire Springs

Fortune 500 Companies

Aetna 63
United Technologies 64
Hartford Financial Svcs. 129
Northeast Utilities 305
Ames Department Stores 418

Forbes 500 Companies

Aetna
Hartford Financial Svcs.
United Technologies

Forbes Largest Private Companies

INC 500 Companies

Allied Group
BL Cos.
MedSpan

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	87.5	<\$20: 15.2	12-to-24 19.5
Black:	9.6	\$20-\$49.9: 28.8	25-to-54 53.7
Amer. Indian:	0.2	\$50-\$99.9: 37.9	55-plus 26.9
Asian/Pac. Isl.:	2.6	\$100+: 18.1	Non High School Grad: 20.5
Hispanic: *	8.9		High School Grad: 29.5
			College 1-3 years: 23.1
			College 4+ years: 26.9

Viable Stations

WCCC-FM	WDRC-AA	WDRC-FM	WHCN-FM
WKSS-FM	WMRQ-FM	WNEZ-AA	WPQP-AM
WRCH-FM	WTIC-AM	WTIC-FM	WWYZ-FM
WZMX-FM			

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WFSB-TV	Hartford	3	CBS	Meredith	
WTNH-TV	New Haven	8	ABC	LIN	
WRDM-LP	Hartford	13	TEL	Ch.13 TV	
WUVN-TV	Hartford	18	IND	Entravision	
WTXX-TV	Waterbury	20	UPN	Tiberius	Tribune
WEDH	Hartford	24	PBS	CT PTV	Tribune
WHPX	New London	26	PAX	Paxson	
WVIT	New Britain	30	NBC	NBC	
WCTX	New Haven	59	WB	K-W TV	LIN
WTIC-TV	Hartford	61	FOX	Tribune	
WEDY	New Haven	65	PBS	CT PTV	LIN

Colleges and Universities

(# of Students)

U. of Connecticut	11,297
Central Connecticut State U.	10,472
U. of Hartford	6,440
Manchester Community-Technical Coll.	4,445
Naugatuck Valley Community-Technical Coll.	3,917
Wesleyan U.	3,182
Trinity Coll.	2,207
(and more)	
Total Students (FT & PT)	46,484

Best Golf Courses

Cromwell TPC, Wethersfield CC, Hartford CC

Major Daily Newspapers

	AM	PM	Sun	Owner
The Hartford Courant	207,511		296,505	Tribune Co.

Weather Data

Elevation:	169		
Annual Precipitation:	43.0 in.		
Annual Snowfall:	53.1 in.		
Average Windspeed:	9.0 (S)		
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	33.4	84.1	59.6
Avg. Min. Temp:	16.1	61.2	38.6
Average Temp:	24.8	72.7	49.1

Employment Breakdowns

By Industry

1 Retail Trade	89,288	15.24%
2 Manufac., Durables	86,952	14.85%
3 Fin., Ins. & Real Estate	85,270	14.56%
4 Health Svcs.	53,958	9.21%
5 Educational Svcs.	49,279	8.41%
6 Other Prof. Svcs.	38,637	6.60%
7 Construction	32,298	5.51%
8 Public Administration	25,276	4.32%
9 Business & Repair Svcs.	24,351	4.16%
10 Manufac., Non-Durables	23,550	4.02%
Total Metro Employees	585,725	
Top 10 Total Employees	508,859	86.88%

By Occupation

Admin. Support/Clerical	108,167	18.47%
Professional	98,636	16.84%
Exec., Admin. & Managerial	86,719	14.81%
Sales	70,318	12.01%
Precis. Produc./Craft/Repair	63,770	10.89%
Svc., Exclud. Protective & HH	54,385	9.29%
Machine Oprs., Fab., Assemb. & Inspec.	32,758	5.59%
Technicians & Support	25,110	4.29%
Transportation & Moving	15,471	2.64%
Handlers, Cleaners, Help., Laborers	15,307	2.61%

Unemployment

Jul 90:	4.5%
Jul 91:	6.3%
Jul 92:	6.8%
Jul 93:	6.9%
Jul 94:	5.8%
All of 1995	6.0%
All of 1996	6.1%
All of 1997	5.3%
All of 1998	3.4%
All of 1999	3.3%

Hartford

Major Radio Station Sales

Major Radio Station Sales Since 1990

Year	Calls	From	To	Price	(E)
1990	WLVI-F	Sage	Pearlman	\$6,400,000	
1993	WNEZ, WRCH-F	DeDominicis	Amer. Radio Sys.	\$15,000,000	
1994	WHCN-F	Beck-Ross	Liberty	\$10,000,000	(E)
1994	WPOP, WYSR-F	Griffin	Liberty		
1995	WTIC A/F	Chase	Amer. Radio Sys.	\$41,000,000	
1995	WPOP, WHCN-F, WMRQ-F	Liberty	Multimarket	\$20,000,000	
1996	WKSS-F	Precision	SFX	\$18,000,000	
1996	WTIC-AF	Chase	Amer. Radio Sys.	\$37,000,000	
1996	WNEZ	Amer. Radio Sys.	Mega	\$750,000	
1996	WWYZ-F (Waterbury)		SFX	\$25,250,000	
1996	WSNG (Torrington)		Buckley	\$275,000	
1996	WWCO (1240: Waterbury)		Buckley	\$500,000	
1997	WLAT		Mega	\$550,000	
1997	WHCN-F	SFX	Hicks/Chancellor	\$21,000,000	
1997	WKSS-F	SFX	Hicks/Chancellor	\$28,000,000	
1997	WMRQ-F	SFX	Hicks/Chancellor	\$17,000,000	
1997	WPOP	SFX	Hicks/Chancellor	\$4,000,000	
1997	WWYZ-F	SFX	Hicks/Chancellor	\$36,000,000	
1997	WCCC-AF		Marlin	\$15,000,000	
1997	WRCH-F	Amer. Radio Sys.	CBS	\$73,000,000	
1997	WTIC	Amer. Radio Sys.	CBS	\$42,000,000	
1997	WTIC-F	Amer. Radio Sys.	CBS	\$27,000,000	
1997	WZMX-F	Amer. Radio Sys.	CBS	\$22,000,000	
1998	WRDM		Hibernia	\$1,500,000	
1998	WMMV (1470: Meriden)		Buckley	\$630,000	
1998	WNEZ/WLAT	Mega Bdcstg.	Mega		
2/3/99	WPRX AM			\$925,000	
10/1/99	WHCN FM, WKSS FM, WMRQ FM, WPOP AM, WWYZ FM	AMFM	Clear Channel		
6/29/00	WDZK AM	Hibernia	ABC Inc.		

2000 ARB Rank:	60	2000 Revenue:	\$28,300,000	Manager's Market Ranking (current):	1.7
2000 MSA Rank:	68	Rev per Share Point:	\$303,648	Manager's Market Ranking (future) :	2.4
2000 DMA Rank:	72	Population per Station:	26,811		
2000 Rev Rank:	75 of 173	2000 Revenue Change:	13.2%	Five-year revenue gain % (95-00):	25.8

Revenue History and Projections

	Radio Revenue History						Radio Revenue Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	22.5	23.0	24.1	23.9	25.0	28.3					
Yearly Growth Rate (95-00): 5.0% assigned											
Projected Revenue Estimates:							29.7	31.1	32.6	34.6	36.3
Revenue per Capita:	25.54	26.14	27.64	27.41	29.07	33.18					
Yearly Growth Rate (95-00): 4.6% assigned											
Projected Revenue per Capita:							35.11	37.07	39.18	42.04	44.49
Resulting Revenue Estimate:							31.1	32.6	34.1	36.2	38.0
Revenue as % of Retail Sales:	0.0027	0.0027	0.0028	0.0027	0.0028	0.0031					
Mean % (95-00) 0.0028											
Resulting Revenue Estimate:							26.2	26.7	27.1	27.6	28.0
MEAN REVENUE ESTIMATE:							29.0	30.1	31.3	32.8	34.1

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.881	0.880	0.872	0.872	0.860	0.853	0.846	0.839	0.832	0.823	0.816
Retail Sales (billions):	8.40	8.50	8.70	8.90	9.00	9.20	9.36	9.52	9.68	9.84	10.00

Market Profile

Below-the-Line Listening Shares:	0.0
Unlisted Station Listening:	6.8
Total Lost Listening:	6.8
Available Share Points:	93.2
Number of Viable Stations:	17.5
Average Share Points per Viable Station:	5.3
Rev. per Available Share Point:	\$303,648
Estimated Rev. for Mean Station:	\$1,609,334
Average HH Income:	\$60,884
Average Age:	36.2
Average Education:	12.6
Average Home Value:	\$283,600
Population Change (1999-2004):	-4.3
Retail Sales Change (1999-2004):	9.3
Cable Penetration:	88.7
Number of Class B or C FMs:	15

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. KGU, KAIM-F, KHNR and a few other low-rated stations do not participate. Finally, a good year for this long-suffering radio market.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$28,300,000	14.9	0.0031
Television	\$76,000,000	39.9	0.0083
Newspaper	\$73,000,000	38.3	0.0079
Outdoor	\$7,400,000	3.9	0.0008
Cable TV	\$5,700,000	3.0	0.0006
Media Totals:	\$190,400,000		0.0207

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: KDNN FM, KHVH AM, KIKI AM, KIKI FM, KSSK FM, KSSK AM, KUCD FM	\$13,702,000	48.4
2 Cox Radio: KCCN AM, KCCN FM, KINE FM, KRTR AM, KRTR FM, KXME FM	\$9,462,000	33.4
3 New Wave Communications: KKHN FM, KORL FM, KPOI FM, KQMQ AM, KQMQ FM	\$2,486,000	8.8
4 Emerald City Radio Partners: KUMU AM, KUMU FM	\$1,055,000	3.7
5 Honolulu Broadcasting: KGMZ FM	\$980,000	3.5
6 Salem: KAIM AM, KAIM FM, KGU/KHNR AM, KHNR AM	\$440,000	1.6

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KSSK FM	AC	\$4,600,000	16.3
2 KCCN AF	E	\$4,400,000	15.5
3 KIKI AF	CHR	\$2,620,000	9.3
4 KSSK AM	FS	\$2,600,000	9.2
5 KINE FM	E	\$2,150,000	7.6
6 KRTR AM	AC	\$1,925,000	6.8
7 KDNN FM	E/CHR	\$1,540,000	5.4
8 KUCD FM	AC/NR	\$1,425,000	5.0
9 KUMU AF	SAC/ST	\$1,055,000	3.7
10 KXME FM	CHR	\$987,000	3.5
11 KGMZ FM	O	\$980,000	3.5
12 KQMQ FM	CHR/U	\$962,000	3.4
13 KHVH AM	N/T	\$917,000	3.2
14 KPOI FM	AOR-NR	\$752,000	2.7
15 KORL FM	AC	\$447,000	1.6
16 KGU/KHNR AA	N/SPRTS	\$440,000	1.6
17 KKHN FM	C	\$325,000	1.1

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	89.0	\$24,698,000	(+14.5)
National:	11.0	\$3,038,000	(+3.5)

Note: Trade equals 5.6% of local. In 1999, it was 2.5%

Honolulu

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Tourism Military Agribusiness Food Processing		BancWest Pacific Century Financial		

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	30.6	<\$20: 13.8	12-to-24 21.5
Black:	3.7	\$20-\$49.9: 32.8	25-to-54 54.5
Amer. Indian:	0.5	\$50-\$99.9: 35.5	55-plus 23.9
Asian/Pac.Isl.:	65.2	\$100+: 17.8	Non High School Grad: 18.8
Hispanic: *	7.5		High School Grad: 28.3
			College 1-3 years: 28.3
			College 4+ years: 24.6

Viable Stations

KCCN-AM	KDNN-FM	KGMZ-FM	KGU/KHNR-AA
KHVV-AM	KIKI-AM	KINE-FM	KKHN-FM
KORL-FM	KPOI-FM	KMQ-FM	KRTR-AM
KSSK-AM	KSSK-FM	KUCD-FM	KUMU-AM
KUMU-FM	KXME-FM		

Competitive Media

Major Over the Air Television Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KHON	Honolulu	2	FOX	Emmis	
KITV	Honolulu	4	ABC	Hearst-Argyle	
KFVE-TV	Honolulu	5	UPN/WB	Raycom	Raycom
KGMB	Honolulu	9	CBS	Emmis	
KHET	Honolulu	11	PBS	HI PTV	
KHNL-TV	Honolulu	13	NBC	Raycom	
KWHE-TV	Honolulu	14	IND	LeSea	
KIKU-TV	Honolulu	20	IND	AMG Intermediate	
KBFD	Honolulu	32	IND	Allen	
KWBN	Honolulu	44		Community TV	
KPXO	Kaneohe	66	PAX	Paxson	

Colleges and Universities

	(# of Students)
U. of Hawaii at Manoa	16,719
Hawaii Pacific U.	7,702
U. of Hawaii: Kapiolani CC	7,109
U. of Hawaii: Leeward CC	5,420
U. of Hawaii: Honolulu CC	3,745
Chaminade U. of Honolulu	2,541
U. of Hawaii: Windward CC (and more)	1,500
Total Students (FT & PT)	46,636

Best Golf Courses

Kapalua (Maui), Mauna Kea, Mauna Lani, Princeville Makai (Kauai), Kauai Lagoon, Makena (Maui), Prince GC (Kauai), King's GC, Koele (Lanai), Poipu Bay (Kauai)

Weather Data

Elevation:	77		
Annual Precipitation:	24.1 in.		
Annual Snowfall:	0		
Average Windspeed:	11.8 (ENE)		
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	79.3	86.6	83.3
Avg. Min. Temp:	65.3	73.4	69.8
Average Temp:	72.3	80.1	76.7

Major Daily Newspapers	AM	PM	Sun	Owner
The Honolulu Advertiser;				
Sunday Advertiser	101,948		185,596	Gannett Co. Inc.
Honolulu Star-Bulletin		64,979		Black Press Ltd.

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade	Admin. Support/Clerical	Jul 90: 2.6%
2 Public Administration	Svc., Exclud. Protective & HH	Jul 91: 2.3%
3 Fin., Ins. & Real Estate	Professional	Jul 92: 3.6%
4 Educational Svcs.	Exec., Admin. & Managerial	Jul 93: 3.6%
5 Health Svcs.	Sales	Jul 94: 4.7%
6 Construction	Precis. Produc./Craft/Repair	All of 1995: 4.6%
7 Transportation	Technicians & Support	All of 1996: 5.3%
8 Other Prof. Svcs.	Handlers, Cleaners, Help., Laborers	All of 1997: 5.3%
9 Personal Svcs.	Transportation & Moving	All of 1998: 5.4%
10 Business & Repair Svcs.	Machine Oprs., Fab., Assemb. & Inspec.	All of 1999: 4.9%
Total Metro Employees		
Top 10 Total Employees		

Major Radio Station Sales

Major Radio Station Sales Since 1993

Year	Calls	From	To	Price	(E)
1993	KQM-QF		Turned over to Greyhound		
1993	KSSK A/F	Bedford	NewTex (Sherman)	\$7,500,000	
1993	KINE-F	Sinclair	owner of KCCN	\$840,000	
1993	KHVV, KHHH-F		Henry	\$850,000	
1993	KUPU-FCP		NewTex (Sherman)	\$617,000	
1994	FM CP	NewTex	Wheeling-Pitts.	\$875,000	
1994	KSSK A/F	NewTex	Wheeling-Pitts.	\$8,300,000	
1994	KGMZ-F (103.3)			\$555,000	
1994	KGU		Pompadur	\$717,000	
1994	KINE-F, KCCN A/F			\$5,300,000	
1995	KHNR		CD	\$600,000	
1995	KSSK A/F, KUCD-F	Wheeling Pitts	Patterson	\$15,000,000	
1996	KISA			\$200,000	
1996	CP: 99.5		KDEO-F owner	\$132,000	
1996	KIKI-AF, KHVV, KKL-V	Henry	Patterson	\$9,100,000	
1996	KQM-QF		Kent Nichols	\$4,000,000	
1996	KPOI-F		Kent Nichols	\$2,125,000	
1997	KHNR			\$720,000	
1997	KGU		KHNR owner	\$575,000	
1997	KDEO-F		Caribou	\$1,590,000	
1997	KUMU-AF			\$2,800,000	
1997	KGMZ-F		KRTR-F owner	\$1,600,000	
1997	KULA		KRTR-F owner	\$450,000	
1997	KHVV	Patterson	Capstar	\$2,200,000	
1997	KIKI-AF	Patterson	Capstar	\$10,000,000	
1997	KKLV-F	Patterson	Capstar	\$3,700,000	
1997	KSSK	Patterson	Capstar	\$8,300,000	
1997	KSSK-F	Patterson	Capstar	\$16,200,000	
1997	KUCD-F	Patterson	Capstar	\$3,200,000	
1998	KORL-F			\$1,270,000	
1998	KXME-F		New Planet	\$1,800,000	
1998	KOHO (58.3%)			\$100,000	
1998	KORL-F	Loew	Caribou	\$1,650,000	
1998	KQM-QF, KPOI-F, KHUL-F	Caribou	New Wave	\$7,500,000	
8/23/99	KGMZ AM	New Planet	Cox Radio	With KGMZ-FM, KRTR, KXME: \$16,375,000	
8/23/99	KGMZ FM	New Planet	Cox Radio	With KGMZ, KRTR, KXME: \$16,375,000	
8/23/99	KRTR FM	New Planet	Cox Radio	With KGMZ, KGMZ-FM, KXME: \$16,375,000	
8/23/99	KXME FM	New Planet	Cox Radio	With KGMZ, KGMZ-FM, KRTR: \$16,375,000	
9/10/99	KGU AM, KHNR AM	Chagal	Salem	\$1,700,000	
9/22/99	KAIM AM, KAIM FM	Christian Bcstg. Assoc.	Salem	\$1,800,000	
10/14/99	KUMU AM, KUMU FM	Pacific West Bcstg.	Emerald City Radio	\$3,365,000	
1/4/00	KCCN AM, KCCN FM, KINE FM	KHWY, Inc.	Cox Radio	\$17,800,000	
1/4/00	KGMZ FM	Cox Radio	Honolulu Broadcasting	\$6,600,000	
2/10/00	KISA AM	S&G, Inc.	JMK Communications	\$575,000	
9/13/00	KAHA FM	Kasa Moku Ka Pawa Bdcstg.	Broomstick Broadcasting LLC		

Houston

2000 ARB Rank:	10	2000 Revenue:	\$330,300,000	Manager's Market Ranking (current):	4.4
2000 MSA Rank:	7	Rev per Share Point:	\$3,941,527	Manager's Market Ranking (future):	4.3
2000 DMA Rank:	11	Population per Station:	100,381	36	
2000 Rev Rank:	9 of 173	2000 Revenue Change:	13.1%	Five-year revenue gain % (95-00):	81.4

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	182.1	199.0	225.0	255.8	292.0	330.3					
Yearly Growth Rate (95-00): 7.7% assigned											
Projected Revenue Estimates:											
Revenue per Capita:	43.36	46.60	51.84	57.61	64.75	71.87	348.4	372.8	406.4	443.0	487.3
Yearly Growth Rate (95-00): 6.0% assigned											
Projected Revenue per Capita:											
Resulting Revenue Estimate:							74.41	78.19	83.73	89.68	96.96
Revenue as % of Retail Sales:	0.0041	0.0043	0.0048	0.0051	0.0056	0.0059	364.8	390.3	425.5	463.8	510.2
Mean % (95-00) 0.0050											
Resulting Revenue Estimate:							300.2	318.9	337.6	356.3	375.0
MEAN REVENUE ESTIMATE:							337.8	360.7	389.8	421.0	457.5

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	4.200	4.270	4.340	4.440	4.510	4.596	4.682	4.768	4.854	4.940	5.026
Retail Sales (billions):	44.40	46.00	47.00	50.00	52.50	56.30	60.04	63.78	67.52	71.26	75.00

Market Profile

Below-the-Line Listening Shares:	0.4
Unlisted Station Listening:	15.8
Total Lost Listening:	16.2
Available Share Points:	83.8
Number of Viable Stations:	23.5
Average Share Points per Viable Station:	3.6
Rev. per Available Share Point:	\$3,941,527
Estimated Rev. for Mean Station:	\$14,189,497
Average HH Income:	\$51,045
Average Age:	33.7
Average Education:	12.1
Average Home Value:	\$63,700
Population Change (1999-2004):	9.5
Retail Sales Change (1999-2004):	35.7
Cable Penetration:	56.6
Number of Class B or C FMs:	20

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: KBME AM, KHMV FM, KKRW FM, KLOL FM, KODA FM, KPRC AM, KTBZ FM, KTRH AM	\$141,955,000	43.0
2 Radio One: KBXX FM, KMJQ FM	\$43,050,000	13.0
3 CBS/Infinity: KIKK AM, KIKK FM, KILT FM, KILT AM	\$39,918,000	12.1
4 Hispanic Broadcasting: KLAT AM, KLTN FM, KLTO FM, KOVA FM, KOVE FM, KRTX AM, KRTX FM, KYST AM	\$32,991,000	10.0
5 Cox Radio: KHPT FM, KKBQ FM, KKTL FM, KLDE FM	\$27,812,000	8.4
6 Susquehanna: KRBE FM	\$23,316,000	7.1
7 El Dorado Communications: KEYH AM, KQQK FM, KSEV AM, KXTJ FM	\$12,821,000	3.9
8 Liberman Broadcasting, Inc.: KJOJ FM, KJOJ AM, KQUE AM, KTJM FM	\$4,867,000	1.5
9 KRTS, Inc.: KRTS FM	\$1,600,000	0.5
10 Radio Unica: KXYZ AM	\$1,206,000	0.4

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan and all but a few lower rated stations cooperate. Managers predict 7% to 9% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$330,300,000	23.4	0.0059
Television	\$564,500,000	40.0	0.0100
Newspaper	\$450,000,000	31.9	0.0080
Outdoor	\$45,000,000	3.2	0.0008
Cable TV	\$23,000,000	1.6	0.0004
Media Totals:	\$1,412,800,000		0.0251

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KODA FM	SAC	\$29,516,000	8.9
2 KHMV FM	AC/CHR	\$24,810,000	7.5
3 KILT FM	C	\$24,480,000	7.4
4 KRBE FM	CHR	\$23,316,000	7.1
5 KMJQ FM	B/AC	\$21,550,000	6.5
6 KBXX FM	CHR/U	\$21,500,000	6.5
7 KTRH AM	N/T	\$20,870,000	6.3
8 KKRW FM	CL AOR	\$20,510,000	6.2
9 KLTN FM	SP-C	\$20,000,000	6.1
10 KLOL FM	AOR	\$19,025,000	5.8
11 KLDE FM	O	\$17,537,000	5.3
12 KTBZ FM	AOR-NR	\$15,350,000	4.6
13 KKBQ FM	C	\$10,275,000	3.1
14 KPRC AM	T	\$9,820,000	3.0
15 KIKK AF	C	\$9,037,000	2.7
16 KQQK FM	SP-C	\$6,587,000	2.0
17 KILT AM	SPRTS	\$6,401,000	1.9
18 KOVE FF	SP-C	\$5,765,000	1.7
19 KLAT AM	SP	\$5,426,000	1.6
20 KTJM FF	B/O	\$4,867,000	1.5
21 KXTJ FM	SP-R	\$3,650,000	1.1
22 KSEV AM	T	\$2,584,000	0.8
23 KBME AM	ST	\$2,054,000	0.6
24 KRTX AF	SP-TJ	\$1,800,000	0.5
25 KRTS FM	CL	\$1,600,000	0.5
26 KXYZ AM	SP-NT	\$1,206,000	0.4

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	71.5	\$233,861,000	(+11.6)
National:	27.9	\$91,327,000	(+16.6)

Note: Houston reports non-spot revenue. It was \$1.77 million, up 60%.

Commerce and Industry

Important Businesses and Industries

Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Petrochemicals	Enron 7	American General 27	Academy	ATP Oil & Gas
Rubber	Compaq Computer 27	Anadarko Petroleum 44	Comsys Information Technology Services	CANUSAMEX
Steel	Conoco 44	Apache 44	David Weekley Homes	Certified Associates
Research	Dynegy 54	Baker Hughes 54	Fiesta Mart	Engineering Diagnostics
Aerospace	Reliant Energy 55	Burlington Resources 86	Goodman Manufacturing	First Edge Sornson
Shipping	El Paso Energy 86	Conoco 105	Grocers Supply	HealthHelp
Financial	Sysco 105	Continental Airlines 157	Gulf States Toyota	Houston Nutrition
Chemicals	Waste Management 157	Cooper Industries 174	Texas Petrochemicals	LTD Financial Services
Plastics	American General 174	Dynegy 191		
	Continental Airlines 191	El Paso Energy 267		
	Adams Resources & Energy 281	Enron 281		
	Plains Resources 281	EOG Resources 314		
	Anadarko Petroleum 314	Kinder Morgan 335		
	Baker Hughes 335	Lyondell Chemical 383		
	Cooper Industries (and more)	Reliant Energy		
		Service Corp. Int'l (and more)		

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	74.9	<\$20: 18.1	12-to-24 22.5
Black:	18.8	\$20-\$49.9: 30.9	25-to-54 59.3
Amer. Indian:	0.4	\$50-\$99.9: 32.3	55-plus 18.2
Asian/Pac. Isl.:	5.9	\$100+: 18.6	Non High School Grad: 23.7
Hispanic: *	26.0		High School Grad: 23.7
			College 1-3 years: 26.9
			College 4+ years: 25.8

Competitive Media

Major Over the Air Television Calls

City of Lic.	Chan.	Net	Owner	LMA/JSA
Houston	2	NBC	Post-Newsweek	
Houston	8	PBS	U. of Houston	
Houston	11	CBS	Belo	
Houston	13	ABC	ABC	
Houston	14	PBS	KITU, Beaumont	
Houston	20	UPN	Paramount	
Houston	26	FOX	Fox	
Houston	39	WB	Tribune	
Rosenberg	45	UNI	Univision	
Galveston	48	TEL	Telemundo	
Conroe	49	PAX	Paxson	
Katy	51	IND	Johnson	
Conroe	55	IND	Humanity	
Baytown	57	IND	Pappas	
Houston	61	IND	Shop At Home	
Alvin	67	IND	USA	

Major Daily Newspapers

AM	PM	Sun	Owner
Houston Chronicle	542,414	740,134	Hearst Newspapers

Viable Stations

KBME-AM	KBXX-FM	KHMX-FM	KIKK-AF
KILT-AM	KILT-FM	KJOJ-FM	KKBQ-FM
KKRW-FM	KLAT-AM	KLDE-FM	KLOL-FM
KLTN-FM	KMJQ-FM	KODA-FM	KOVE-FF
KPRC-AM	KQOK-FM	KRBE-FM	KRTS-FM
KRTX-AF	KSEV-AM	KTBZ-FM	KTJM-FF
KTRH-AM	KXTJ-FM		

Colleges and Universities

(# of Students)

Houston CC System	31,810
U. of Houston	23,123
North Harris Montgomery CC District	16,857
San Jacinto College: Central Campus	9,000
U. of Houston: Downtown	8,393
U. of Houston: Clear Lake	6,717
Texas Southern U.	6,315
(and more)	
Total Students (FT & PT)	143,739

Best Golf Courses

Champions GC, Lochinvar, Woodlands-TPC, Kingwood, Sweetwater, Bear Creek (Masters)

Weather Data

Elevation:	96		
Annual Precipitation:	47.1 in.		
Annual Snowfall:	0.2 in.		
Average Windspeed:	7.6 (SSE)		
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	62.6	93.8	79.8
Avg. Min. Temp:	41.5	72.8	58.0
Average Temp:	52.1	83.3	68.9

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade	330,860	16.41%
2 Construction	166,531	8.26%
3 Educational Svcs.	153,631	7.62%
4 Manufac., Durables	148,040	7.34%
5 Fin., Ins. & Real Estate	146,575	7.27%
6 Health Svcs.	139,532	6.92%
7 Other Prof. Svcs.	139,096	6.90%
8 Business & Repair Svcs.	126,461	6.27%
9 Manufac., Non-Durables	125,925	6.25%
10 Wholesale Trade	124,391	6.17%
Total Metro Employees	2,016,023	
Top 10 Total Employees	1,601,042	79.42%
	Admin. Support/Clerical	330,373 16.39%
	Professional	305,367 15.15%
	Exec., Admin. & Managerial	291,482 14.46%
	Sales	264,922 13.14%
	Precis. Produc./Craft/Repair	232,201 11.52%
	Svc., Exclud. Protective & HH	191,909 9.52%
	Technicians & Support	90,344 4.48%
	Machine Oprs., Fab., Assemb. & Inspec.	84,609 4.20%
	Transportation & Moving	76,398 3.79%
	Handlers, Cleaners, Help., Laborers	76,359 3.79%
	Jul 90:	5.5%
	Jul 91:	6%
	Jul 92:	7.1%
	Jul 93:	7.5%
	Jul 94:	6.9%
	All of 1995	5.7%
	All of 1996	5.2%
	All of 1997	5.0%
	All of 1998	4.1%
	All of 1999	4.5%

Houston

Major Radio Station Sales

Major Radio Station Sales Since 1994

Year	Calls	From	To	Price	(E)
1994	KBXX-F	Cook Inlet	Clear Channel	\$21,000,000	
1994	KQKQ-F (Galveston)		El Dorado	\$10,250,000	
1994	KSEV, KPRC 80%		Clear Channel	\$26,800,000	
1994	KKZR-F (Conroe)	Ragan Henry	Salem	\$17,000,000	
1994	KENR	Susquehanna	Salem	\$5,000,000	
1994	KYOK, KMJQ-F	Noble	Clear Channel	\$38,500,000	
1994	KHYS-F (Beaumont)	Sold by Clear Channel		\$15,000,000	
1995	KMPQ (Rosenberg)		Tichenor	\$2,500,000	
1995	KLTN-F	Re-sold by Gulfstar	Tichenor	\$3,650,000	
1995	KTBZ-F	Shamrock	Chancellor	\$24,000,000	
1995	KKRW-F	CBS	Westinghouse	\$29,000,000	
1995	KNUZ, KQUE-F		SFX	\$39,500,000	
1996	KEYH		El Dorado	\$1,200,000	
1996	KTBZ-F	Chancellor	Secret	\$27,000,000	
1996	KRTX-F (Galveston)		Tichenor	\$900,000	
1996	KJOJ-F	Ragan Henry	Clear Ch.		
1996	KTBZ-F	Traded by Chancellor	Secret		
1996	KTBZ-F	Traded by Secret	Entercom to Nationwide		
1996	KKRW-F	Traded by Westinghouse	SFX		KRLD in Dallas
1996	KXYZ	Infinity	Westinghouse	\$10,000,000	
1996	KLAT,KMPQ,CLTN-F, KLTO-F, KLTP-F,KRTX-F	Tichenor	Heftel		
1996	KLVL (Pasadena)		El Dorado	\$1,000,000	
1996	KJOJ (Conroe)		Clear Channel	\$1,000,000	
1996	KLDE-F	Traded From Entercom	Bonneville		KC & Seattle stns
1997	Evergreen stations		merged into Chancellor		
1997	KHBQ-AF	Gannett	Chancellor	\$110,000,000	
1997	KLTO-F		Heftel	\$3,080,000	
1997	KLVL			\$1,250,000	
1997	KLDE-F	Traded by Bonneville	Chancellor		
1997	KKPN-F	SFX	Hicks/Chancellor	\$47,000,000	
1997	KKRW-F	SFX	Hicks/Chancellor	\$58,000,000	
1997	KODA-F	SFX	Hicks/Chancellor	\$138,000,000	
1997	KQUE	SFX	Hicks/Chancellor	\$4,000,000	
1997	KHMX-F	Nationwide	Jacor	\$80,000,000	
1997	KTBZ-F	Nationwide	Jacor	\$40,000,000	
1998	KODA-F/KKRW-F/KQUE	Capstar	Chancellor	\$637,500,000	
1998	KKPN-F	SFX/Capstar	Heftel	\$54,000,000	
1998	KODA-F	SFX/Capstar	Chancellor	90,250,000 +WAPE/WFYV (Jacksonville)	
1998	KTEK	Children's	Salem	\$2,700,000	
1998	KENR	Salem	ABC/Disney	\$10,600,000	(Cancelled)
1998	KKTL-F		Jacor	\$14,700,000	
1998	KTBZ-F/KKTL-F/KHMX-F	Jacor	Clear Channel		
1998	KKOS-F	Equicom	Roy Henderson		KZTR-F
2/9/99	KYOK AM		ABC Inc.	\$6,000,000	
4/15/99	KRTX FM	Heftel	Z-Spanish		Trade for KLNZ FM, Phoenix
9/15/99	KGOL AM	Douglas	Z-Spanish		With KZMP (Dallas-Fort Worth): price NA
1/5/00	KTJM FM	Faith Broadcasting	Clear Channel		Repurchase: \$5,000,000 + assumption of debt
3/6/00	KJOJ AM	Clear Channel	El Dorado		AMFM/CCU divestiture.
3/6/00	KQUE AM	Clear Channel	El Dorado		AMFM/CCU divestiture.
3/6/00	KSEV AM	Clear Channel	El Dorado		AMFM/CCU divestiture.
3/6/00	KKBQ FM	AMFM	Cox Radio		AMFM/CCU divestiture.\$380,000,000
3/6/00	KKTL FM	Clear Channel	Cox Radio		Facility only. AMFM/CCU divest\$380,000,000
3/6/00	KLDE FM	AMFM	Cox Radio		\$380,000,000 AMFM/CCU
divest					
3/6/00	KTBZ FM	Clear Channel	Cox Radio		AMFM/CCU divest\$380,000,000
3/6/00	KJOJ FM, KTJM FM	Clear Channel	El Dorado		AMFM/CCU divestiture. Group transaction.
3/13/00	KBXX FM, KMJQ FM	Clear Channel	Radio One		AMFM/CCU divestiture. Group transaction:
4/21/00	KGOL AM	Z-Spanish	Entravision		
6/8/00	KKHT FM	Salem	Cox Radio		
6/21/00	KGBC AM	Harbor Bcstg.	Prets/Blum Media		\$745,000 Media Svcs
12/21/00	KJOJ AM, KJOJ FM, KQUE AM, KSEV AM, KTJM FM	EL Dorado Broadcasting	Liberman Broadcasting, Inc.		

2000 ARB Rank:	144	2000 Revenue:	\$10,300,000	Manager's Market Ranking (current):	2.2	
2000 MSA Rank:	160	Rev per Share Point:	\$133,593	Manager's Market Ranking (future) :	2.3	
2000 DMA Rank:	61 (w/Charleston)	Population per Station:	16,556	16	Five-year revenue gain % (95-00):	37.3
2000 Rev Rank:	156 of 173	2000 Revenue Change:	7.3%			

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	7.5	8.2	8.5	9.1	9.6	10.3					
Yearly Growth Rate (95-00): 5.5% assigned											
Projected Revenue Estimates:							10.7	11.2	11.9	12.9	13.6
Revenue per Capita:	23.59	25.95	27.07	28.98	30.87	33.23					
Yearly Growth Rate (95-00): 5.5% assigned											
Projected Revenue per Capita:							34.63	36.36	38.76	42.30	44.74
Resulting Revenue Estimate:							11.2	11.7	12.5	13.5	14.2
Revenue as % of Retail Sales:	0.0028	0.0029	0.0029	0.0030	0.0030	0.0030					
Mean % (95-00) 0.0029											
Resulting Revenue Estimate:							10.3	10.7	11.1	11.5	11.9
MEAN REVENUE ESTIMATE:							10.7	11.2	11.8	12.6	13.2

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.318	0.316	0.314	0.314	0.311	0.310	0.309	0.308	0.307	0.305	0.304
Retail Sales (billions):	2.70	2.80	2.90	3.00	3.20	3.40	3.54	3.68	3.82	3.96	4.10

Market Profile

Below-the-Line Listening Shares:	7.9
Unlisted Station Listening:	15.0
Total Lost Listening:	22.9
Available Share Points:	77.1
Number of Viable Stations:	8.0
Average Share Points per Viable Station:	9.6
Rev. per Available Share Point:	\$133,593
Estimated Rev. for Mean Station:	\$1,282,493
Average HH Income:	\$31,457
Average Age:	38.0
Average Education:	11.2
Average Home Value:	\$46,600
Population Change (1999-2004):	-1.9
Retail Sales Change (1999-2004):	23.8
Cable Penetration:	N/A
Number of Class B or C FMs:	5

Confidence Levels

2000 Revenue Estimates:	Below Normal
2001-to-2005 Revenue Estimates:	Below Normal

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$10,300,000	14.8	0.0030
Television	\$28,000,000	40.1	0.0082
Newspaper	\$28,400,000	40.7	0.0084
Outdoor	\$3,100,000	4.4	0.0009
Cable TV			
Media Totals:	\$69,800,000		0.0205

Note: Use Newspaper and Outdoor estimates with caution. Split DMA with Charleston. This TV figure represents Huntington's share. Total TV revenue for the DMA is estimated at \$59,000,000.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: WAMX FM, WBVB FM, WFXN FM, WIRO AM, WKEE FM, WKEE AM, WTCR AM, WTCR FM, WZZW AM	\$7,680,000	74.6
2 Fifth Avenue Broadcasting Co., Inc.: WCMI AM, WDGG FM, WRVC FM, WRVC AM	\$1,010,000	9.8
3 Mortenson: WEMM FM	\$470,000	4.6
4 Hometown Broadcasting: WLGC FM, WLGC AM	\$250,000	2.4
5 Carter County Bcstg Co.: WGOH AM, WUGO FM	\$180,000	1.7

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WKEE FM	CHR	\$3,700,000	35.9
2 WTCR AF	C	\$2,500,000	24.3
3 WAMX FM	AOR	\$1,000,000	9.7
4 WDGG FM	C	\$740,000	7.2
5 WEMM FM	REL	\$470,000	4.6
6 WBVB FM	O	\$280,000	2.7
7 WRVC FM	AC	\$270,000	2.6
8 WLGC FM	C	\$250,000	2.4
9 WKEE AM	ST	\$200,000	1.9
10 WUGO FM	AC	\$180,000	1.7

Huntington, WV

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
				Eta Engineering Consultants

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	97.2	<\$20: 36.7	12-to-24 21.1
Black:	2.3	\$20-\$49.9: 36.6	25-to-54 49.9
Amer. Indian:	0.1	\$50-\$99.9: 22.1	55-plus 29.0
Asian/Pac.Isl.:	0.4	\$100+: 4.6	
Hispanic: *	0.5		
			Non High School Grad: 33.4
			High School Grad: 35.1
			College 1-3 years: 19.1
			College 4+ years: 12.4

Viable Stations

WAMX-FM	WBVB-FM	WDGG-FM	WEMM-FM
WKEE-AM	WKEE-FM	WLGC-FM	WRVC-FM
WTCR-AF			

Colleges and Universities

	(# of Students)
Marshall U.	13,573
Ohio U.: Southern Campus at Ironton	3,188
Shawnee State U.	3,094
Ashland CC	1,682
Kentucky Christian Coll.	561
Huntington Junior C of Business	450
Southeastern Business Coll.	94
Total Students (FT & PT)	22,642

Competitive Media

Major Over the Air Television
See Charleston, WV

Major Daily Newspapers	AM	PM	Sun	Owner
The Herald-Dispatch	35,926		42,423	Gannett Co. Inc.

Best Golf Courses

Weather Data

NO WEATHER DATA AVAILABLE.

Employment Breakdowns

By Industry			By Occupation			Unemployment		
1 Retail Trade	23,688	19.58%	Admin. Support/Clerical	16,839	13.92%	All of 1995	7.4%	
2 Manufac., Durables	13,842	11.44%	Professional	16,608	13.73%	All of 1996	7.1%	
3 Educational Svcs.	12,205	10.09%	Precis. Produc./Craft/Repair	16,291	13.46%	All of 1997	6.9%	
4 Health Svcs.	11,629	9.61%	Sales	14,811	12.24%	All of 1998	6.4%	
5 Manufac., Non-Durables	9,071	7.50%	Svc., Exclud. Protective & HH	14,175	11.71%	All of 1999	6.7%	
6 Construction	7,833	6.47%	Exec., Admin. & Managerial	10,661	8.81%			
7 Transportation	7,305	6.04%	Machine Oprs., Fab., Assemb. & Inspec.	8,708	7.20%			
8 Other Prof. Svcs.	5,617	4.64%	Transportation & Moving	7,689	6.35%			
9 Fin., Ins. & Real Estate	4,939	4.08%	Handlers, Cleaners, Help., Laborers	7,129	5.89%			
10 Wholesale Trade	4,497	3.72%	Technicians & Support	4,190	3.46%			
Total Metro Employees	121,002							
Top 10 Total Employees	100,626	83.16%						

Major Radio Station Sales

Major Radio Station Sales Since 1995

Year	Calls	From	To	Price	(E)
1995	WHRD (1470)		WFXN-F owner	\$85,000	
1995	WCMI A/F (Ashland)		WRVC owner	\$750,000	
1995	WIRO (Ironton)		Adventure	\$300,000	
1995	WMLV-F (Ironton)			\$200,000	
1996	WKEE-AF, WHRD, WBVB-F, WMLV-F, WZZW, WFXN-F		Acquired by Commodore	\$12,000,000	
1996	WKEE-AF, WHRD, WBVB-F, WMLV-F, WZZW, WFXN-F	Commodore	Capstar		
1998	WCMI, WRVC-F		Fifth Avenue		

2000 ARB Rank:	109	2000 Revenue:	\$17,500,000	Manager's Market Ranking (current):	3.6	
2000 MSA Rank:	150	Rev per Share Point:	\$236,167	Manager's Market Ranking (future):	3.9	
2000 DMA Rank:	82 (w/Decatur)	Population per Station:	22,406	17	Five-year revenue gain % (95-00):	42.3
2000 Rev Rank:	110 of 173	2000 Revenue Change:	8.0%			

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	12.3	13.2	14.1	15.0	16.2	17.5					
Yearly Growth Rate (95-00): 6.5% assigned											
Projected Revenue Estimates:							18.3	19.2	20.5	22.0	23.4
Revenue per Capita:	28.74	30.14	32.12	34.01	35.68	38.13					
Yearly Growth Rate (95-00): 5.2% assigned											
Projected Revenue per Capita:							39.44	40.94	43.25	46.03	48.45
Resulting Revenue Estimate:							19.2	20.1	21.5	23.0	24.5
Revenue as % of Retail Sales:	0.0031	0.0032	0.0032	0.0034	0.0033	0.0033					
Mean % (95-00) 0.0033											
Resulting Revenue Estimate:							18.1	18.7	19.3	19.9	20.5
MEAN REVENUE ESTIMATE:							18.5	19.3	20.4	21.6	22.8

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.428	0.438	0.439	0.441	0.454	0.459	0.464	0.469	0.474	0.478	0.483
Retail Sales (billions):	4.00	4.10	4.40	4.40	4.90	5.30	5.48	5.66	5.84	6.02	6.20

Market Profile

Below-the-Line Listening Shares:	11.0
Unlisted Station Listening:	14.9
Total Lost Listening:	25.9
Available Share Points:	74.1
Number of Viable Stations:	10.5
Average Share Points per Viable Station:	7.1
Rev. per Available Share Point:	\$236,167
Estimated Rev. for Mean Station:	\$1,676,786
Average HH Income:	\$46,238
Average Age:	35.6
Average Education:	12.2
Average Home Value:	\$70,700
Population Change (1999-2004):	5.3
Retail Sales Change (1999-2004):	22.9
Cable Penetration:	66.3
Number of Class B or C FMs:	4

Confidence Levels

2000 Revenue Estimates:
2001-to-2005 Revenue Estimates:

Comments: Estimates include Morgan County.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$17,500,000	16.6	0.0033
Television	\$45,000,000	42.7	0.0085
Newspaper	\$36,000,000	34.2	0.0068
Outdoor	\$4,200,000	4.0	0.0008
Cable TV	\$2,600,000	2.5	0.0005
Media Totals:	\$105,300,000		0.0199

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: WBHP AM, WDRM FM, WHOS AM, WTAK FM, WXXQ FM, WXQW FM	\$7,250,000	41.4
2 Athens Broadcasting: WUMP AM, WVNN AM, WXMR FM, WZYP FM	\$3,500,000	20.0
3 STG Media, LLC: WAHR FM, WDJL AM, WRTT FM	\$2,850,000	16.3
4 Broadcast One, Inc.: WEUP AM, WEUZ FM	\$1,000,000	5.7
5 NCA, Inc.: WRSA FM	\$910,000	5.2

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WDRM FM	C	\$4,700,000	26.9
2 WZYP FM	CHR	\$2,800,000	16.0
3 WAHR FM	AC	\$2,600,000	14.9
4 WTAK FM	AOR	\$2,100,000	12.0
5 WEUP AF	B	\$1,000,000	5.7
6 WRSA FM	SAC	\$910,000	5.2
7 WVNN AM	N/T	\$700,000	4.0
8 WXXQ FF	O	\$450,000	2.6
9 WRTT FM	CL AOR	\$250,000	1.4

Huntsville

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Military Aerospace Farm Implements Textiles Electronic Equipment	SCI Systems 230	SCI Systems		Advanced Composites Technology AI Signal Research DiscoveryCom

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	77.3	<\$20: 23.1	12-to-24 21.0
Black:	20.4	\$20-\$49.9: 36.8	25-to-54 55.9
Amer. Indian:	0.5	\$50-\$99.9: 30.8	55-plus 23.1
Asian/Pac.Isl.:	1.8	\$100+:	9.3
Hispanic: *	1.9		
			Non High School Grad: 22.4
			High School Grad: 24.3
			College 1-3 years: 25.5
			College 4+ years: 27.9

Viable Stations

WAHR-FM	WDRM-FM	WEUP-AF	WEUZ-FM
WRSR-FM	WRTT-FM	WTAK-FM	WVNN-AM
WWXQ-FM	WXMR-FM	WZYP-FM	

Colleges and Universities

	(# of Students)
Calhoun CC	6,102
U. of Alabama in Huntsville	5,524
Motlow State CC	2,847
Athens State U.	2,739
Oakwood Coll.	1,805
J. F. Drake State Technical Coll.	608
Total Students (FT & PT)	19,625

Best Golf Courses

Goose Pond, Turtle Point

Weather Data

NO WEATHER DATA AVAILABLE.

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WHNT-TV	Huntsville	19	CBS	NY Times	
WHIQ	Huntsville	25	PBS	AL ETV	
WAAY-TV	Huntsville	31	ABC	GOCOM	
WAFF	Huntsville	48	NBC	Raycom	
WZDX	Huntsville	54	FOX	Huntsville	

Major Daily Newspapers

	AM	PM	Sun	Owner
The Huntsville Times		59,077	79,089	Newhouse

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Manufac., Durables 34,250 19.73%	Professional 36,501 21.03%	Jul 90: 4.7%
2 Retail Trade 25,062 14.44%	Admin. Support/Clerical 24,146 13.91%	Jul 91: 5.1%
3 Public Administration 17,804 10.26%	Exec., Admin. & Managerial 23,912 13.78%	Jul 92: 6.4%
4 Construction 13,699 7.89%	Precis. Produc./Craft/Repair 19,119 11.02%	Jul 93: 7%
5 Other Prof. Svcs. 13,275 7.65%	Sales 18,787 10.82%	Jul 94: 6.3%
6 Educational Svcs. 13,231 7.62%	Svc., Exclud. Protective & HH 14,405 8.30%	All of 1995 4.8%
7 Health Svcs. 10,712 6.17%	Machine Oprs., Fab., Assemb. & Inspec. 10,895 6.28%	All of 1996 3.5%
8 Business & Repair Svcs. 9,281 5.35%	Technicians & Support 9,262 5.34%	All of 1997 3.1%
9 Manufac., Non-Durables 7,488 4.31%	Handlers, Cleaners, Help., Laborers 5,313 3.06%	All of 1998 2.9%
10 Fin., Ins. & Real Estate 6,256 3.60%	Transportation & Moving 4,812 2.77%	All of 1999 3.3%
Total Metro Employees 173,552		
Top 10 Total Employees 151,058 87.04%		

Major Radio Station Sales

Major Radio Station Sales Since 1993

Year	Calls	From	To	Price	(E)
1993	WHVK-F (Tullahoma)		Athens	\$2,500,000	
1993	WYAM-F		owners of WTAK	\$1,500,000	
1995	WBBI (Madison)		Athens	\$215,000	
1995	WDJL (1000)			\$300,000	
1996	WDJL			\$110,000	
1996	WBHP,WHOS,WDRM-F		Osborn/Capstar	\$23,000,000	
1997	WTAK-F/WWXQ-F/WXQW-F	Capstar		\$5,450,000	
4/1/99	WAHR FM	Arnold Hornbuckle	STG Media, LLC	\$11,200,000	
10/22/99	WDJL AM	5th Avenue Broadcasting	STG Media, LLC	\$150,000	
12/10/99	WAJF AM	WAJF, Inc.	Priority Communications	\$75,000	
1/20/00	WNDA FM	Frederic Wells	STG Media, LLC		
3/22/00	WLOR AM	VDM Broadcasting	STG Media	\$425,000	
9/13/00	WTKI AM	McDaniel Media, Inc.	Mountain Mist Media LLC	\$375,000	

2000 ARB Rank:	38	2000 Revenue:	\$90,000,000	Manager's Market Ranking (current):	3.9
2000 MSA Rank:	37	Rev per Share Point:	\$1,007,839	Manager's Market Ranking (future) :	4.0
2000 DMA Rank:	26	Population per Station:	48,175		
2000 Rev Rank:	31 of 173	2000 Revenue Change:	5.8%	Five-year revenue gain % (95-00):	44.5

Revenue History and Projections

	Radio Revenue History						Radio Revenue Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	62.3	65.6	70.8	77.8	85.1	90.0					
Yearly Growth Rate (95-00): 6.6% assigned											
Projected Revenue Estimates:							94.0	101.1	108.2	115.8	126.2
Revenue per Capita:	41.81	43.73	46.89	50.85	54.90	57.55					
Yearly Growth Rate (95-00): 5.2% assigned											
Projected Revenue per Capita:							59.57	63.51	67.37	71.48	77.23
Resulting Revenue Estimate:							98.4	105.9	113.3	121.2	132.1
Revenue as % of Retail Sales:	0.0036	0.0036	0.0037	0.0039	0.0040	0.0038					
Mean % (95-00) 0.0038											
Resulting Revenue Estimate:							95.1	100.9	106.6	112.4	118.2
MEAN REVENUE ESTIMATE:							95.8	102.6	109.4	116.5	125.5

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	1.490	1.500	1.510	1.530	1.550	1.564	1.578	1.592	1.606	1.620	1.634
Retail Sales (billions):	17.50	18.20	19.00	20.00	21.40	23.50	25.02	26.54	28.06	29.58	31.10

Market Profile

Below-the-Line Listening Shares:	0.7
Unlisted Station Listening:	10.0
Total Lost Listening:	10.7
Available Share Points:	89.3
Number of Viable Stations:	14.5
Average Share Points per Viable Station:	6.2
Rev. per Available Share Point:	\$1,007,839
Estimated Rev. for Mean Station:	\$6,248,602
Average HH Income:	\$51,165
Average Age:	36.5
Average Education:	12.5
Average Home Value:	\$66,800
Population Change (1999-2004):	4.5
Retail Sales Change (1999-2004):	38.2
Cable Penetration:	64.0
Number of Class B or C FMs:	10

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. All but WYJZ-F cooperate. Managers predict 5% to 7% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$90,000,000	18.8	0.0038
Television	\$200,000,000	41.8	0.0085
Newspaper	\$160,000,000	33.4	0.0068
Outdoor	\$17,500,000	3.7	0.0007
Cable TV	\$10,900,000	2.3	0.0005
Media Totals:	\$478,400,000		0.0204

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Emmis: WENS FM, WIBC AM, WNOU FM, WTLC FM	\$24,030,000	26.7
2 Clear Channel: WFBQ FM, WNDE AM, WRZX FM	\$23,833,000	26.5
3 Susquehanna: WFMS FM, WGLD FM, WGRL FM	\$21,175,000	23.5
4 MyStar Communications: WMYS AM, WTPI FM, WZPL FM	\$13,390,000	14.9
5 Radio One: WBKS FM, WHHH FM, WTLC AM, WYJZ FM	\$6,148,000	6.8
6 Continental Broadcasting Group: WEDJ FM, WSYW AM	\$550,000	0.6
7 Radio One Five Hundred, Inc.: WBRI AM, WXIR FM	\$180,000	0.2

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WFBQ FM	AOR/T	\$15,737,000	17.5
2 WFMS FM	C	\$14,000,000	15.6
3 WIBC AM	FS/T	\$9,090,000	10.1
4 WZPL FM	CHR/AC	\$6,725,000	7.5
5 WENS FM	AC	\$6,425,000	7.1
6 WRZX FM	AOR-NR	\$6,223,000	6.9
7 WGLD FM	O	\$5,993,000	6.7
8 WTLC FM	B	\$5,800,000	6.4
9 WTPI FM	SAC	\$5,720,000	6.4
10 WHHH FM	CHR/U	\$4,378,000	4.9
11 WNOU FM	CHR	\$2,415,000	2.7
12 WNDE AM	SPRST	\$1,873,000	2.1
13 WGRL FM	C	\$1,182,000	1.3
14 WMYS AM	ST	\$945,000	1.1
15 WBKS FM	B/O	\$900,000	1.0
16 WYJZ FM	J	\$570,000	0.6
17 WSYW AM	SP	\$350,000	0.4
18 WTLC AM	B/G	\$300,000	0.3
19 WEDJ FM	AOR-NR	\$200,000	0.2
20 WXIR FM	REL-CC	\$180,000	0.2

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	78.0	\$68,521,000	(+6.5)
National:	22.0	\$19,284,000	(+3.1)

NOTE: WTTS-F in Bloomington takes about \$800,000 out of the market. The intellectual property of WTLC-F and the physical WTLC-A were sold to Radio One. Emmis flipped the 105.7 channel to Soft AC.

Indianapolis

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Automotive Distribution Electrical Equipment Government Pharmaceuticals Electronics Aircraft Engines and Parts	Eli Lilly 176 Anthem Insurance 219 Conseco 231	Conseco Eli Lilly Guidant	Guide Hunt Construction Group National Wine & Spirits	Abacus Computer Services Integral Technologies Outsource Receivable Services Pac-Van T2 Systems

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	84.9	<\$20: 18.2	12-to-24: 20.5
Black:	13.7	\$20-\$49.9: 34.5	25-to-54: 55.7
Amer. Indian:	0.2	\$50-\$99.9: 33.8	55-plus: 23.8
Asian/Pac. Isl.:	1.2	\$100+: 13.5	Non High School Grad: 20.7
Hispanic: *	1.3		High School Grad: 33.7
			College 1-3 years: 24.1
			College 4+ years: 21.5

Competitive Media

Major Over the Air Television Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WRTV	Indianapolis	6	ABC	McGraw-Hill	
WISH-TV	Indianapolis	8	CBS	LIN	
WTHR	Indianapolis	13	NBC	Dispatch	
WFYI	Indianapolis	20	PBS	Metropolitan	
WNDY-TV	Marion	23	UPN	Paramount	
WTIU	Bloomington	30	PBS	U. of IN	
WHMB-TV	Indianapolis	40	IND	LeSea	
WXIN-TV	Indianapolis	59	FOX	Tribune	
WIPX	Bloomington	63	PAX	Paxson	
WTBU	Indianapolis	69		Butler U.	

Major Daily Newspapers	AM	PM	Sun	Owner
The Indianapolis Star; The Indianapolis News	240,309		372,600	Gannett Co. Inc.

Viable Stations

WBKS-FM	WENS-FM	WFBQ-FM	WFMS-FM
WGLD-FM	WGRL-FM	WHHH-FM	WIBC-AM
WMYS-AM	WNDE-AM	WNOU-FM	WRZX-FM
WTLC-AM	WTLC-FM	WTPI-FM	WYJZ-FM
WZPL-FM			

Colleges and Universities

	(# of Students)
Indiana U. Bloomington	34,566
Indiana U.-Purdue U. Indianapolis	27,429
Butler U.	4,106
U. of Indianapolis	3,657
Ivy Tech State College: Central Indiana	3,630
Anderson U.	2,219
Marian Coll.	1,289
(and more)	
Total Students (FT & PT)	79,002

Best Golf Courses

Crooked Stick, CC of Indianapolis, GC of Indiana, Wolf Run, Otter Creek (Columbus), Broadmoor

Weather Data

Elevation:	792		
Annual Precipitation:	40.0 in.		
Annual Snowfall:	21.3 in.		
Average Windspeed:	9.7 (SW)		
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	36.0	85.4	62.2
Avg. Min. Temp:	19.7	64.6	42.4
Average Temp:	27.9	75.0	52.3

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade	Admin. Support/Clerical	Jul 90: 4.7%
2 Manufac., Durables	Professional	Jul 91: 5%
3 Health Svcs.	Exec., Admin. & Managerial	Jul 92: 4.8%
4 Fin., Ins. & Real Estate	Sales	Jul 93: 3%
5 Educational Svcs.	Precis. Produc./Craft/Repair	Jul 94: 4.4%
6 Other Prof. Svcs.	Svc., Exclud. Protective & HH	All of 1995: 3.8%
7 Manufac., Non-Durables	Machine Oprs., Fab., Assemb. & Inspec.	All of 1996: 3.2%
8 Construction	Transportation & Moving	All of 1997: 2.8%
9 Wholesale Trade	Handlers, Cleaners, Help., Laborers	All of 1998: 2.5%
10 Business & Repair Svcs.	Technicians & Support	All of 1999: 2.4%
Total Metro Employees		
789,500		
Top 10 Total Employees		
648,178	82.10%	

Major Radio Station Sales

Major Radio Station Sales Since 1990

Year	Calls	From	To	Price	(E)
1990	WTUX/WTLC-F	Panache	Bdcstg Prtns (cnclld)	\$13,100,000	
1991	WNDE/WFBQ-F	Great American	Broadcast Alchemy	\$33,000,000	
1993	WCKN, WRZX-F	ML/WIN	Broadcast Alchemy	\$7,000,000	
1993	WAJC-F	Butler Univ.	Susquehanna	\$7,200,000	
1994	WZPL-F	Booth	WTPI-F owner	\$10,800,000	
1994	WMYS	Secret	to WTPI, WZPL owner	\$575,000	
1994	WIBC, WKLR-F	Sconnix	Emmis	\$26,000,000	
1995	WGGR-F (Greenwood)		WHHH-F owner	\$2,150,000	
1996	WXTZ-F (Noblesville)		Panache	\$4,000,000	Cancelled
1996	WFBQ-F	Secret	SFX	\$88,000,000	
1996	WRZX-F	Secret	SFX	\$20,000,000	
1996	WNDE	Secret	SFX	\$2,000,000	
1997	WIRE-F (100.9: Lebanon)		WHHH/WGGR owner	\$1,200,000	
1997	WGLD-F		Susquehanna	\$4,300,000	
1997	WTLC-AF	Panache	Emmis	\$15,000,000	
1997	WPZZ-F (95.9: Franklin)	Sold by Willis		\$1,500,000	
1997	WFBQ-F	SFX	Hicks/Chancellor	\$118,000,000	
1997	WNDE	SFX	Hicks/Chancellor	\$3,000,000	
1997	WRZX-F	SFX	Hicks/Chancellor	\$30,000,000	
9/24/99	WOOO AM	ARS Broadcasting	RSE Broadcasting	\$250,000	
3/13/00	WBKS FM, WHHH FM, WYJZ FM	Shirk/IBL	Radio One	Portfolio: \$40,000,000; cash & stock	
1/19/01	WTLC AM	Emmis	Radio One		

Radio One buys the intellectual property of Emmis' WTLC-FM along with the AM on 1310. The FM format will move from Emmis's 105.7 to Radio One's 106.7.

Jackson, MS

2000 ARB Rank:	118	2000 Revenue:	\$21,800,000	Manager's Market Ranking (current):	2.8
2000 MSA Rank:	120	Rev per Share Point:	\$274,559	Manager's Market Ranking (future):	2.6
2000 DMA Rank:	88	Population per Station:	16,967	21	
2000 Rev Rank:	93 of 173	2000 Revenue Change:	5.8%	Five-year revenue gain % (95-00):	36.3

Revenue History and Projections

	Radio Revenue History					Radio Revenue Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	16.0	17.5	19.4	19.4	20.6	21.8					
Yearly Growth Rate (95-00): 5.9% assigned											
Projected Revenue Estimates:							22.7	24.0	25.7	27.8	29.5
Revenue per Capita:	38.28	41.18	45.12	44.60	47.14	49.55					
Yearly Growth Rate (95-00): 5.1% assigned											
Projected Revenue per Capita:							51.24	53.81	57.24	61.37	64.69
Resulting Revenue Estimate:							23.8	25.1	26.9	29.1	30.9
Revenue as % of Retail Sales:	0.0039	0.0043	0.0045	0.0043	0.0040	0.0039					
Mean % (95-00) 0.0042											
Resulting Revenue Estimate:							24.8	26.0	27.3	28.6	29.8
MEAN REVENUE ESTIMATE:							23.7	25.1	26.6	28.5	30.1

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.418	0.425	0.430	0.435	0.437	0.440	0.443	0.446	0.449	0.453	0.456
Retail Sales (billions):	4.10	4.10	4.30	4.50	5.10	5.60	5.90	6.20	6.50	6.80	7.10

Market Profile

Below-the-Line Listening Shares:	0.0
Unlisted Station Listening:	20.6
Total Lost Listening:	20.6
Available Share Points:	79.4
Number of Viable Stations:	14.5
Average Share Points per Viable Station:	5.5
Rev. per Available Share Point:	\$274,559
Estimated Rev. for Mean Station:	\$1,510,075
Average HH Income:	\$43,116
Average Age:	33.6
Average Education:	12.5
Average Home Value:	\$59,900
Population Change (1999-2004):	3.7
Retail Sales Change (1999-2004):	33.3
Cable Penetration:	58.6
Number of Class B or C FMs:	9

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: WDBT FM, WJDX AM, WMSI FM, WQJQ FM, WSTZ FM, WZRZ AM	\$10,120,000	46.4
2 Inner City: WJMI FM, WKXI FM, WKXI AM, WOAD AM, WYJS FM	\$6,320,000	29.0
3 New South Communications: WIIN AM, WJKK FM, WUSJ FM, WYOY FM	\$2,140,000	9.8
4 Proteus Investments, Inc.: WTYX FM, WVIV FM	\$1,250,000	5.7
5 Buchanan Broadcasting Co., Inc.: WJNT AM	\$580,000	2.7
6 WMGO Broadcasting Corp.: WMGO AM, WMGO FM	\$280,000	1.3
7 TeleSouth Communications, Inc.: WFMN FM	\$140,000	0.6
8 Spur Jackson, LP: WSLI AM	\$120,000	0.6

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WMSI FM	C	\$4,500,000	20.6
2 WJMI FM	B	\$3,500,000	16.1
3 WSTZ FM	AOR	\$2,900,000	13.3
4 WKXI FM	B/AC	\$2,000,000	9.2
5 WYOY FM	CHR	\$1,200,000	5.5
6 WDBT FM	CHR	\$1,100,000	5.0
7 WQJQ FM	B/O	\$960,000	4.4
8 WTYX FM	CL HITS	\$850,000	3.9
9 WJNT AM	T/N	\$580,000	2.7
10 WJKK FM	SAC	\$500,000	2.3
11 WVIV FM	ST	\$400,000	1.8
12 WOAD AM	B/G	\$370,000	1.7
13 WJDX AM	SPRTS	\$360,000	1.7
14 WUSJ FM	C	\$340,000	1.6
15 WZRZ AM	B/G	\$300,000	1.4
16 WMGO AM	B/G	\$280,000	1.3
17 WFMN FM	T	\$140,000	0.6
18 WSLI AM	SPRTS	\$120,000	0.6

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	83.3	\$14,252,000	(+6.2)
National:	16.7	\$2,847,000	(+6.6)
Note: Trade equals 6.4% of local. It was 7.3% in 1999 and 7.0% in 1998.			

Confidence Levels

2000 Revenue Estimates:	Slightly Below Normal
2001-to-2005 Revenue Estimates:	Slightly Below Normal

Comments: Market reports revenue to Miller, Kaplan. Many stations do not cooperate including WVOY-F, WMGO, WZRZ, WJKK-F, WUSJ-F and others.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$21,800,000	19.3	0.0039
Television	\$43,000,000	38.1	0.0077
Newspaper	\$40,500,000	35.9	0.0072
Outdoor	\$4,500,000	4.0	0.0008
Cable TV	\$3,100,000	2.7	0.0006
Media Totals:	\$112,900,000		0.0202

Note: Use Newspaper and Outdoor estimates with caution.

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Government Furniture Aircraft Parts Food Products	MCI WorldCom	32 WorldCom	Ergon Jitney Jungle Stores of America	Financial Technologies

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	55.8	<\$20: 24.6	12-to-24 23.2
Black:	43.5	\$20-\$49.9: 33.5	25-to-54 53.6
Amer. Indian:	0.1	\$50-\$99.9: 30.2	55-plus 23.2
Asian/Pac. Isl.:	0.6	\$100+: 11.8	Non High School Grad: 24.6
Hispanic: *	0.7		High School Grad: 22.0
			College 1-3 years: 27.4
			College 4+ years: 26.0

Viable Stations

WDBT-FM	WJDX-AM	WJKK-FM	WJMI-FM
WJNT-AM	WJXN-FM	WKXI-FM	WMGO-AM
WMSI-FM	WOAD-AM	WQJQ-FM	WSTZ-FM
WTYX-FM	WUSJ-FM	WVIV-FM	WYOY-FM
WZRFX-AM			

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WLBT	Jackson	3	NBC	Cosmos	
WJTV-TV	Jackson	12	CBS	Media General	
WAPT	Jackson	16	ABC	Hearst-Argyle	
WMPN-TV	Jackson	29	PBS	MS ETV	
WDBD	Jackson	40	FOX	Pegasus	
WNTZ	Natchez	48	FOX	White Knight	

Colleges and Universities

	(# of Students)
Jackson State U.	6,292
Mississippi Coll.	3,436
U. of Mississippi Medical Center	1,861
Belhaven Coll.	1,377
Millsaps Coll.	1,355
Magnolia Bible Coll.	47
Total Students (FT & PT)	14,368

Best Golf Courses

Annandale, CC of Jackson, Deerfield CC

Major Daily Newspapers

	AM	PM	Sun	Owner
The Clarion-Ledger	101,632		119,046	Gannett Co. Inc.

Weather Data

Elevation:				310
Annual Precipitation:				51.0 in.
Annual Snowfall:				0.8 in.
Average Windspeed:				7.7
			TOTAL YR.	
Avg. Max. Temp:	JAN 58.4	JUL 92.7		77.1
Avg. Min. Temp:	35.8	70.6		52.8
Average Temp:	47.1	81.7		65.0

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade 32,901 16.16%	Admin. Support/Clerical 36,107 17.73%	Jul 90: 5.5%
2 Health Svcs. 21,864 10.74%	Professional 32,099 15.77%	Jul 91: 7%
3 Educational Svcs. 19,936 9.79%	Sales 27,913 13.71%	Jul 92: 6.8%
4 Fin., Ins. & Real Estate 17,988 8.83%	Exec., Admin. & Managerial 26,467 13.00%	Jul 93: 5.1%
5 Other Prof. Svcs. 15,358 7.54%	Precis. Produc./Craft/Repair 19,792 9.72%	Jul 94: 4.9%
6 Manufac., Durables 14,320 7.03%	Svc., Exclud. Protective & HH 19,481 9.57%	All of 1995 3.9%
7 Public Administration 12,625 6.20%	Machine Oprs., Fab., Assemb. & Inspec. 10,698 5.25%	All of 1996 3.6%
8 Construction 11,307 5.55%	Technicians & Support 8,486 4.17%	All of 1997 3.6%
9 Manufac., Non-Durables 10,367 5.09%	Transportation & Moving 7,563 3.71%	All of 1998 3.5%
10 Wholesale Trade 10,318 5.07%	Handlers, Cleaners, Help., Laborers 7,005 3.44%	All of 1999 3.4%
Total Metro Employees 203,606		
Top 10 Total Employees 166,984 82.01%		

Major Radio Station Sales

Major Radio Station Sales Since 1994

Year	Calls	From	To	Price	(E)
1994	WOAD	Holt	Opus		
1994	WLRM, WLIN-F		New South	\$750,000	
1995	WTYX-F	Sold by Holt		\$1,900,000	
1996	WZRFX, WSTZ-F	Lewis	SFX	\$3,500,000	
1996	WJDX-F	Spur	SFX	\$3,000,000	
1996	WKXI-AF, WOAD, WJMI-F		Benchmark	\$15,000,000	
1996	WOAD	Benchmark	Capstar	\$1,000,000	
1996	WKXI-AF	Benchmark	Capstar	\$4,400,000	
1996	WJMI-F	Benchmark	Capstar	\$9,600,000	
1997	WJDS	SFX	Capstar	\$1,900,000	
1997	WZRFX	SFX	Capstar	\$1,000,000	
1997	WSTZ-F	SFX	Capstar	\$8,300,000	
1997	WKTF-F	SFX	Capstar	\$4,900,000	
1997	WJDX-F	SFX	Capstar	\$6,800,000	
1997	WMSI-F	SFX	Capstar	\$21,600,000	
1997	WOAD, WKXI-AF, WJMI-F	Capstar	Clear Channel	\$20,000,000	
1997	WJXN-F (92.9: Utica)		Flinn	\$800,000	
1997	WWDF (720)		Willis		
1998	WVIV-F		WTYX-F owner	\$850,000	
1998	WSLI (930)	Spur Capital	Clear Channel	\$325,000	
1998	WBKJ-F (Kosciusko)	Boswell	Capstar		
1998	WJDX-F	Capstar	Boswell		
1998	WRJH-F (97.7; Brandon)				
6/14/99	WONG AM	John Pembroke	Marion Williams	\$50,000	
7/13/99	WYJS FM	Michael Perry Stephens	Clear Channel	\$3,400,000	
7/18/99	WKXS FM	Boswell Broadcasting	New South Communications	\$5,000,000	
9/28/99	WRJH FM	Radio WRJH	Extreme Communicatons	\$1,600,000	
3/9/00	WKXI AM, WOAD AM, WJMI FM, WKXI FM, WYJS FM	Clear Channel	Inner City		

Jacksonville

2000 ARB Rank:	51	2000 Revenue:	\$54,800,000	Manager's Market Ranking (current):	2.8
2000 MSA Rank:	58	Rev per Share Point:	\$640,936	Manager's Market Ranking (future):	4.0
2000 DMA Rank:	53	Population per Station:	35,088		
2000 Rev Rank:	46 of 173	2000 Revenue Change:	9.4%	Five-year revenue gain % (95-00):	54.4

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	35.5	36.5	41.8	47.4	50.1	54.8					
Yearly Growth Rate (95-00): 6.9% assigned											
Projected Revenue Estimates:											
Revenue per Capita:	35.68	35.44	40.19	44.30	46.35	50.09	56.3	60.4	64.9	70.7	74.5
Yearly Growth Rate (95-00): 6.7% assigned											
Projected Revenue per Capita:							50.86	53.93	57.28	61.69	64.28
Resulting Revenue Estimate:							58.9	63.2	68.0	74.0	78.0
Revenue as % of Retail Sales:	0.0035	0.0033	0.0035	0.0038	0.0037	0.0037					
Mean % (95-00) 0.0036											
Resulting Revenue Estimate:							56.7	60.4	64.2	67.9	71.6
MEAN REVENUE ESTIMATE:							57.3	61.3	65.7	70.9	74.7

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.995	1.030	1.040	1.070	1.081	1.094	1.107	1.120	1.133	1.146	1.159
Retail Sales (billions):	10.20	11.00	11.80	12.60	13.70	14.70	15.74	16.78	17.82	18.86	19.90

Market Profile

Below-the-Line Listening Shares:	0.6
Unlisted Station Listening:	13.9
Total Lost Listening:	14.5
Available Share Points:	85.5
Number of Viable Stations:	16.0
Average Share Points per Viable Station:	5.3
Rev. per Available Share Point:	\$640,936
Estimated Rev. for Mean Station:	\$3,396,961
Average HH Income:	\$43,690
Average Age:	36.8
Average Education:	12.5
Average Home Value:	\$67,700
Population Change (1999-2004):	6.0
Retail Sales Change (1999-2004):	37.7
Cable Penetration:	73.5
Number of Class B or C FMs:	10

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Cox Radio: WAPE FM, WBWL AM, WFYV FM, WKQL FM, WMXQ FM, WOKV AM	\$26,149,000	47.7
2 Clear Channel: WFKS FM, WJBT FM, WNZS AM, WPLA FM, WQIK FM, WROO FM, WSOL FM	\$22,070,000	40.3
3 Renda: WEJZ FM, WWRR FM	\$5,299,000	9.7
4 In Trust: WJGR AM, WZAZ AM	\$626,000	1.1
5 Concord Media: WBGB FM, WCNZ AM	\$618,000	1.1
6 JBD Communications, Inc.: WCGL AM	\$250,000	0.5
7 Mondosphere Broadcasting: WAOC AM, WXGV FM, WYGV FM	\$240,000	0.4

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WAPE FM	CHR	\$8,954,000	16.3
2 WFYV FM	AOR	\$8,375,000	15.3
3 WEJZ FM	SAC	\$4,772,000	8.7
4 WQIK FM	C	\$4,605,000	8.4
5 WSOL FM	B/AC	\$4,575,000	8.3
6 WKQL FM	O	\$3,972,000	7.2
7 WROO FM	C	\$3,791,000	6.9
8 WPLA FM	AOR-NR	\$3,168,000	5.8
9 WJBT FM	B	\$2,510,000	4.6
10 WOKV AM	N/T	\$2,373,000	4.3
11 WMXQ FM	AC	\$1,719,000	3.1
12 WNZS AM	SPRTS	\$1,247,000	2.3
13 WFKS FM	CHR	\$924,000	1.7
14 WBWL AM	SPRTS	\$756,000	1.4
15 WBGB FM	REL-CC	\$618,000	1.1
16 WWRR FM	CL HITS	\$527,000	1.0
17 WJGR AM	T	\$325,000	0.6
18 WZAZ AM	B/G	\$301,000	0.5
19 WCGL AM	REL	\$250,000	0.5
20 WXGV FM	B/O	\$240,000	0.4

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	80.1	\$43,039,000	(+5.7)
National:	19.9	\$10,719,000	(+26.6)

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports to Miller, Kaplan and all viable stations cooperate. Managers expect 5% to 7% revenue growth in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$54,800,000	18.9	0.0037
Television	\$111,000,000	38.2	0.0076
Newspaper	\$103,000,000	35.5	0.0070
Outdoor	\$12,000,000	4.1	0.0008
Cable TV	\$9,500,000	3.3	0.0006
Media Totals:	\$290,300,000		0.0197

Note: Use Newspaper and Outdoor estimates with caution.

NOTE: WOKV figures do not include football revenues of about \$3 million.

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Financial Shipping/Port Insurance Military Paper Tobacco	Winn-Dixie Stores	145 Winn-Dixie Stores		Providence Homes

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	73.9	<\$20: 20.6	12-to-24 20.8
Black:	22.9	\$20-\$49.9: 37.0	25-to-54 55.4
Amer. Indian:	0.4	\$50-\$99.9: 31.7	55-plus 23.8
Asian/Pac. Isl.:	2.9	\$100+: 10.7	Non High School Grad: 20.9
Hispanic: *	3.9		High School Grad: 31.0
			College 1-3 years: 28.2
			College 4+ years: 19.8

Viable Stations

WAPE-FM	WBGB-FM	WBWL-AM	WEJZ-FM
WFKS-FM	WFYV-FM	WJBT-FM	WJGR-AM
WKQL-FM	WMXQ-FM	WNZS-AM	WOKV-AM
WPLA-FM	WQIK-FM	WROO-FM	WSOL-FM
WWRR-FM	WXGV-FM	WZAZ-AM	

Competitive Media

Major Over the Air Television Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WJXT	Jacksonville	4	CBS	Post-Newsweek	
WJCT	Jacksonville	7	PBS	WJCT	
WTLV	Jacksonville	12	NBC	Gannett	
WJWB	Jacksonville	17	WB	Media General	
WJXX	Orange Park	25	ABC	Gannett	
WAWS-TV	Jacksonville	30	FOX	Clear Channel	
WTEV	Jacksonville	47	UPN	Clear Channel	Clr. Channel
WPXJ-LP	Jacksonville	54	PAX	Paxson	
WJEB-TV	Jacksonville	59		Jacksonville	

Colleges and Universities

	(# of Students)
Florida CC at Jacksonville	15,976
U. of North Florida	10,393
Jacksonville U.	2,098
Coastal Georgia CC	1,925
Flagler Coll.	1,669
Jones Coll.	702
Total Students (FT & PT)	32,763

Major Daily Newspapers	AM	PM	Sun	Owner
The Florida Times-Union	173,867		238,265	Morris Communications Corp.

Best Golf Courses

Sawgrass CC, TPC - Sawgrass (Stadium), Long Point (Amelia Island)

Weather Data

NO WEATHER DATA AVAILABLE

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade	Admin. Support/Clerical	Jul 90: 5.5%
2 Fin., Ins. & Real Estate	Sales	Jul 91: 7.2%
3 Health Svcs.	Exec., Admin. & Managerial	Jul 92: 7.4%
4 Construction	Professional	Jul 93: 6.3%
5 Transportation	Precis. Produc./Craft/Repair	Jul 94: 5.1%
6 Educational Svcs.	Svc., Exclud. Protective & HH	All of 1995: 3.7%
7 Public Administration	Transportation & Moving	All of 1996: 3.6%
8 Other Prof. Svcs.	Handlers, Cleaners, Help., Laborers	All of 1997: 3.6%
9 Manufac., Durables	Technicians & Support	All of 1998: 3.1%
10 Business & Repair Svcs.	Machine Oprs., Fab., Assemb. & Inspec.	All of 1999: 3.0%
Total Metro Employees		
Top 10 Total Employees		

Jacksonville

Major Radio Station Sales

Major Radio Station Sales Since 1993

Year	Calls	From	To	Price	(E)
1993	WCRJ			\$500,000	
1993	WPDQ	Genesis	Prism	\$400,000	
1993	WAPE-F/WFYV-F	Evergreen	OmniAmerica	\$19,700,000	
1993	WFKS-F (Palatka)	Heritage Bdcst	Osborn	\$2,900,000	
1994	WCRJ			\$500,000	
1994	WIVV-F	Taylor	Prism	\$7,000,000	
1995	WVOJ	Sold by Timm		\$275,000	
1995	WHJX-F (Brunswick, GA)		Jacor	\$4,500,000	
1995	WSVE		Willis	\$338,000	
1995	WZAZ, WJBT-F	Sold by UNC	Jacor	\$3,750,000	
1995	WAPE-F, WFYV-F	OmniAmerica	Citicasters	\$43,000,000	Cancelled
1995	WXTL (Jacksonville Bch)	Sold by Sudbrink		\$665,000	
1995	WFKS-F, WWRD-F (Jacksonville/Daytona Bch area)	Osborn	Renda	\$6,500,000	(Semi-D)
1996	WPDQ	Prism	SFX	\$500,000	
1996	WOKV	Prism	SFX	\$2,900,000	
1996	WIVY-F	Prism	SFX	\$8,500,000	
1996	WKQL-F	Prism	SFX	\$11,300,000	
1996	WFSJ-F (St. Augustine)		Paxson	\$4,900,000	
1996	WAPE-F	OmniAmerica	Chancellor	\$20,000,000	
1996	WFYV-F	OmniAmerica	Chancellor	\$23,000,000	
1996	WAPE-F, WFYV-F	Traded by Chancellor	SFX	WBAB-F, WBLI-F on Long Island (plus \$11.0 mil.)	
1997	WNZS	Paxson	Clear Channel	\$3,400,000	
1997	WZNZ	Paxson	Clear Channel	\$1,900,000	
1997	WFSJ-F	Paxson	Clear Channel	\$5,400,000	
1997	WPLA-F	Paxson	Clear Channel	\$6,900,000	
1997	WROO-F	Paxson	Clear Channel	\$17,300,000	
1997	WTLK-F	Paxson	Clear Channel	\$4,700,000	
1997	WOBS		Metropolitan	\$252,000	
1997	WAPE-F	SFX	Hicks/Chancellor	\$36,000,000	
1997	WBWL	SFX	Hicks/Chancellor	\$1,000,000	
1997	WFYV-F	SFX	Hicks/Chancellor	\$36,000,000	
1997	WKQL-F	SFX	Hicks/Chancellor	\$23,000,000	
1997	WOKV	SFX	Hicks/Chancellor	\$6,000,000	
1998	WACR/WJQR-F		Mondosphere	\$1,900,000	
1998	WAPE-F/WFYV-F (+ \$90,250,000)	Chancellor	SFX/Capstar	KODA-F Houston	
1998	WZAZ, WSOL-F, WQIK-F, WJGR, WJBT-F	Jacor	Clear Channel		
4/30/99	WZAZ AM	Jacor	Trust	Placed in trust with WBGB FM, WZNZ AM, WJGR AM	
4/30/99	WJGR AM	Jacor	Trust	Placed in trust with WBGB FM, WZNZ AM, WZAZ AM	
5/12/99	WBGB FM	Trust	Concord Media	with WZNZ AM: \$4,300,000	
5/12/99	WZNZ AM	Trust	Concord Media	with WBGB FM: \$4,300,000	
8/30/99	WOKV AM, WBWL AM, WAPE FM, WFYV FM, WKQL FM, WMXQ FM		AMFM	Cox Radio plus 12 other stations, for KFI and KOST, LA	
10/1/99	WAPE FM, WBWL AM, WFYV FM, WKQL FM, WMXQ FM, WOKV AM		AMFM		
7/28/00	WKLN AM	Visitor Info. Radio of Florida	Chesapeake-Portsmouth Bcstg Corp.	Clear Channel \$250,000	Sailors
10/31/00	WXQL FM	United Communications, Inc.	Tama Group	\$1,500,000	Min. Media
12/20/00	WELX AM	Circle Broadcasting of America	P&B Broadcasting		

Johnson City-Kingsport-Bristol

2000 ARB Rank:	96	2000 Revenue:	\$17,000,000	Manager's Market Ranking (current):	3.1
2000 MSA Rank:	107	Rev per Share Point:	\$209,877	Manager's Market Ranking (future) :	3.3
2000 DMA Rank:	93	Population per Station:	20,095	20	
2000 Rev Rank:	114 of 173	2000 Revenue Change:	8.3%	Five-year revenue gain % (95-00):	42.9

Revenue History and Projections

	Radio Revenue History						Radio Revenue Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	11.9	12.9	14.0	15.0	15.7	17.0					
Yearly Growth Rate (95-00): 5.7% assigned											
Projected Revenue Estimates:							17.6	18.7	19.9	21.6	23.0
Revenue per Capita:	26.15	28.11	30.37	32.26	33.69	36.40					
Yearly Growth Rate (95-00): 5.5% assigned											
Projected Revenue per Capita:							37.61	39.87	42.34	45.67	48.52
Resulting Revenue Estimate:							18.4	19.6	20.8	22.6	24.1
Revenue as % of Retail Sales:	0.0027	0.0028	0.0030	0.0031	0.0030	0.0030					
Mean % (95-00) 0.0029											
Resulting Revenue Estimate:							17.2	18.2	19.2	20.2	21.2
MEAN REVENUE ESTIMATE:							17.8	18.8	20.0	21.5	22.8

Population and Demographic Estimates

	Historic						Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.455	0.459	0.461	0.465	0.466	0.467	0.468	0.469	0.470	0.473	0.474
Retail Sales (billions):	4.40	4.60	4.70	4.90	5.20	5.60	5.94	6.28	6.62	6.96	7.30

Market Profile

Below-the-Line Listening Shares:	2.8
Unlisted Station Listening:	16.2
Total Lost Listening:	19.0
Available Share Points:	81.0
Number of Viable Stations:	8.5
Average Share Points per Viable Station:	9.5
Rev. per Available Share Point:	\$209,877
Estimated Rev. for Mean Station:	\$1,993,832
Average HH Income:	\$34,909
Average Age:	39.9
Average Education:	10.9
Average Home Value:	\$52,000
Population Change (1999-2004):	1.5
Retail Sales Change (1999-2004):	33.8
Cable Penetration:	N/A
Number of Class B or C FMs:	4

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$17,000,000	17.3	0.0030
Television	\$38,500,000	39.1	0.0069
Newspaper	\$35,400,000	36.0	0.0063
Outdoor	\$4,200,000	4.3	0.0008
Cable TV	\$3,300,000	3.4	0.0006
Media Totals:	\$98,400,000		0.0176

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Bristol Broadcasting Co.: WAEZ FM, WPJO FM, WXBQ FM, WXBQ AM	\$6,900,000	40.6
2 Citadel: WGOE AM, WJCW AM, WKIN AM, WKOS FM, WQUT FM	\$5,070,000	29.8
3 Holston Valley Broadcasting Corp.: WKPT AM, WKTP AM, WMEV FM, WOPI AM, WTFM FM	\$2,600,000	15.3
4 Murray Communications: WRZK FM	\$540,000	3.2
5 WEMB, Inc.: WEMB AM, WXIS FM	\$280,000	1.6

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WXBQ FM	C	\$5,500,000	32.4
2 WQUT FM	CL AOR	\$3,300,000	19.4
3 WTFM FM	AC	\$2,600,000	15.3
4 WAEZ FM	CHR	\$1,000,000	5.9
5 WJCW AM	T	\$790,000	4.6
6 WRZK FM	AOR	\$540,000	3.2
7 WKOS FM	O	\$540,000	3.2
8 WGOE AM	C/O	\$440,000	2.6
9 WXBQ AM	T	\$330,000	1.9
10 WXIS FM	CHR/U	\$280,000	1.6

Johnson City-Kingsport-Bristol

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Tobacco Chemicals Textiles Electrical Equipment Munitions	Eastman Chemical 334	Eastman Chemical	K-VA-T Food Stores	J & J Drive-Away Spencer Reed Group Tri-Corn Technical Services

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	97.0	<\$20: 32.3	12-to-24 19.7
Black:	2.3	\$20-\$49.9: 39.2	25-to-54 51.4
Amer. Indian:	0.2	\$50-\$99.9: 23.2	55-plus 28.9
Asian/Pac. Isl.:	0.5	\$100+: 5.3	Non High School Grad: 36.4
Hispanic: *	0.8		High School Grad: 30.5
			College 1-3 years: 19.1
			College 4+ years: 14.0

Viable Stations

WAEZ-FM	WGOC-AM	WJCW-AM	WKOS-FM
WKPT-AA	WPJO-FM	WQUT-FM	WRZK-FM
WTFM-FM	WXBQ-FM		

Colleges and Universities

	(# of Students)
East Tennessee State U.	11,435
Northeast State Technical CC	3,250
Virginia Highlands CC	2,343
Carson-Newman Coll.	2,301
Tusculum Coll.	1,544
Virginia Intermont Coll.	778
King Coll.	549
Total Students (FT & PT)	22,200

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WSNK-TV	Sneedville	2	PBS	E. TN PTV	
WCYB-TV	Bristol	5	NBC	Appalachian	
WJHL-TV	Johnson City	11	CBS	Media General	
WKPT-TV	Kingsport	19	ABC	Holston Valley	
WAPK-LP	Kingsport	30	UPN	Holston Valley	
WEMT	Greenville	39	FOX	Sinclair	
WOPI-LP	Bristol	56	IND	Holston Valley	

Best Golf Courses

Graysburg CC, Ridgefields CC

Weather Data

NO WEATHER DATA AVAILABLE
See Knoxville for an approximation

Major Daily Newspapers

	AM	PM	Sun	Owner
Kingsport Times-News Newspapers	44,206		48,603	Sandusky-Norwalk
Bristol Herald-Courier/Bristol Virginia Tennessean	41,437		43,991	Worrell Newspapers
Johnson City Press	30,362		34,437	Carl A Jones Newspapers
Kingsport Daily News	2,308			Daily News of Kingsport, Inc.

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade 37,918 17.83%	Precis. Produc./Craft/Repair 28,952 13.61%	Jul 90: 4.3%
2 Manufac., Non-Durables 33,536 15.77%	Admin. Support/Clerical 28,337 13.32%	Jul 91: 5.8%
3 Manufac., Durables 27,360 12.86%	Machine Oprs., Fab., Assemb. & Inspec. 26,823 12.61%	Jul 92: 5.8%
4 Health Svcs. 19,140 9.00%	Professional 25,511 11.99%	Jul 93: 5.7%
5 Educational Svcs. 15,718 7.39%	Sales 24,504 11.52%	Jul 94: 4.9%
6 Construction 14,215 6.68%	Svc., Exclud. Protective & HH 23,062 10.84%	All of 1995 5.3%
7 Wholesale Trade 9,454 4.44%	Exec., Admin. & Managerial 18,367 8.64%	All of 1996 4.9%
8 Other Prof. Svcs. 8,712 4.10%	Handlers, Cleaners, Help., Laborers 10,424 4.90%	All of 1997 5.1%
9 Fin., Ins. & Real Estate 7,690 3.62%	Transportation & Moving 10,423 4.90%	All of 1998 4.3%
10 Business & Repair Svcs. 7,305 3.43%	Technicians & Support 8,207 3.86%	All of 1999 4.4%
Total Metro Employees 212,704		
Top 10 Total Employees 181,048 85.12%		

Major Radio Station Sales

Major Radio Station Sales Since 1992

Year	Calls	From	To	Price	(E)
1992	WKIN, WKOS-F	Bahakel	Bloomington	\$500,000	
1993	WITM		Home News		
1995	WOPI (1490)		Home News	\$140,000	
1996	WAEZ-F		Bristol	\$3,000,000	
1998	WJCW/WQUT-F/WKIN/WKOS-F	Bloomington	Mgmt. Group		
1998	WMEV-AF		Holston Valley	\$1,650,000	
3/18/99	WHHQ AM	Elizabethon Bcstg.	St. Thomas More Broadcasting Association	\$65,000	
8/3/99	WMCH AM	Wallace Broadcasting	Trent Broadcasting, LLC	\$130,000	
9/26/99	WABN AM, WABN FM	Legend Radio Group	Bristol		
10/18/99	WEZG FM	Govan & Cagle	Bristol	\$300,000	
11/4/99	WEYE FM	WOTH, Inc.	Trent Broadcasting, LLC	\$403,000	
1/23/00	WGOC AM	J. T. Parker	Bloomington	\$850,000. Assigned to Citadel	
1/23/00	WJCW AM, WKIN AM, WGOC AM, WKOS FM, WQUT FM	Bloomington	Citadel	Group purchase: \$176,000,000	
12/7/00	WEZG FM	Bristol Broadcasting Co.	Whitfield Communications	\$550,000	

2000 ARB Rank:	170	2000 Revenue:	\$7,500,000	Manager's Market Ranking (current):	2.5
2000 MSA Rank:	196	Rev per Share Point:	\$105,485	Manager's Market Ranking (future):	2.8
2000 DMA Rank:	95 (w/Altoona)	Population per Station:	14,329		
2000 Rev Rank:	170 of 173	2000 Revenue Change:	7.1%	Five-year revenue gain % (95-00):	31.6

Revenue History and Projections

	Radio Revenue History						Radio Revenue Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	5.7	6.0	6.4	6.6	7.0	7.5					
Yearly Growth Rate (95-00): 5.7% assigned											
Projected Revenue Estimates:							7.7	7.9	8.4	9.2	9.9
Revenue per Capita:	23.85	25.21	27.00	27.85	29.29	31.78					
Yearly Growth Rate (95-00): 5.3% assigned											
Projected Revenue per Capita:							33.05	34.35	37.00	41.07	44.80
Resulting Revenue Estimate:							8.1	8.3	8.8	9.6	10.4
Revenue as % of Retail Sales:	0.0032	0.0030	0.0030	0.0031	0.0032	0.0034					
Mean % (95-00) 0.0032											
Resulting Revenue Estimate:							7.0	7.4	7.4	7.7	8.0
MEAN REVENUE ESTIMATE:							7.6	7.8	8.2	8.8	9.4

Population and Demographic Estimates

	Historic						Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.239	0.238	0.237	0.237	0.239	0.236	0.233	0.230	0.227	0.224	0.221
Retail Sales (billions):	1.80	2.00	2.10	2.10	2.20	2.20	2.20	2.30	2.30	2.40	2.50

Market Profile

Below-the-Line Listening Shares:	15.7
Unlisted Station Listening:	13.2
Total Lost Listening:	28.9
Available Share Points:	71.1
Number of Viable Stations:	7.0
Average Share Points per Viable Station:	10.2
Rev. per Available Share Point:	\$105,485
Estimated Rev. for Mean Station:	\$1,075,947
Average HH Income:	\$33,615
Average Age:	39.8
Average Education:	11.3
Average Home Value:	\$40,900
Population Change (1999-2004):	-6.3
Retail Sales Change (1999-2004):	9.1
Cable Penetration:	82.6
Number of Class B or C FMs:	3

Confidence Levels

2000 Revenue Estimates:	Much Below Normal
2001-to-2005 Revenue Estimates:	Much Below Normal

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$7,500,000	14.5	0.0034
Television	\$20,600,000	39.8	0.0094
Newspaper	\$19,000,000	36.8	0.0086
Outdoor	\$2,100,000	4.1	0.0010
Cable TV	\$2,500,000	4.8	0.0011
Media Totals:	\$51,700,000		0.0235

Note: Use Newspaper and Outdoor estimates with caution. Split DMA between Johnstown and Altoona. TV revenue is estimate of Johnstown's share. Total TV revenue for DMA is estimated at \$33,000,000.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Dame Broadcasting: WGLU FM, WQKK FM, WSRA FM, WYSN AM	\$2,790,000	37.2
2 Forever Broadcasting: WKYE FM, WODZ AM, WSGY FM, WUZI FM, WVSC AM	\$2,580,000	34.4
3 Clear Channel: WMTZ FM, WNTJ AM	\$1,600,000	21.3
4 Rodger Wahl: WQZS FM	\$200,000	2.7

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WKYE FM	AC	\$1,800,000	24.0
2 WMTZ FM	C	\$1,400,000	18.7
3 WGLU FM	CHR	\$1,200,000	16.0
4 WQKK FM	CL AOR	\$920,000	12.3
5 WSRA FM	SAC	\$670,000	8.9
6 WSGY FM	C	\$370,000	4.9
7 WODZ AM	O	\$260,000	3.5
8 WQZS FM	CL AOR	\$200,000	2.7
9 WNTJ AM	T	\$200,000	2.7
10 WUZI FM	CL HITS	\$150,000	2.0

Johnstown

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	97.4	<\$20: 33.9	12-to-24 19.1
Black:	2.1	\$20-\$49.9: 44.7	25-to-54 46.5
Amer. Indian:	0.1	\$50-\$99.9: 18.4	55-plus 34.4
Asian/Pac. Isl.:	0.3	\$100+:	3.0
Hispanic: *	0.8		

Viable Stations

WGLU-FM	WKYE-FM	WMTZ-FM	WODZ-AM
WQKK-FM	WQZS-FM	WSGY-FM	WSRA-FM

Colleges and Universities

	(# of Students)
U. of Pittsburgh at Johnstown	3,143
St. Francis Coll.	1,834
Cambria-Rowe Business Coll.	195
Total Students (FT & PT)	5,172

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WPSX	Clearfield	3	PBS	PA St. U.	
WJAC-TV	Johnstown	6	NBC	Cox	
WWCP-TV	Johnstown	8	FOX	Peak	
WTAJ-TV	Altoona	10	CBS	SJL	
WATM-TV	Altoona	23	ABC	Palm	Peak Media

Weather Data

NO WEATHER DATA AVAILABLE

Major Daily Newspapers

	AM	PM	Sun	Owner
The Tribune-Democrat Holdings Inc.	44,075		50,471	Community Newspaper

Employment Breakdowns

By Industry			By Occupation			Unemployment	
1 Retail Trade	16,142	17.82%	Admin. Support/Clerical	12,685	14.00%	All of 1995	8.4%
2 Health Svcs.	10,967	12.11%	Svc., Exclud. Protective & HH	12,301	13.58%	All of 1996	7.9%
3 Manufac., Durables	9,942	10.98%	Precis. Produc./Craft/Repair	12,110	13.37%	All of 1997	7.8%
4 Educational Svcs.	6,481	7.16%	Professional	10,703	11.82%	All of 1998	6.6%
5 Construction	5,960	6.58%	Sales	9,348	10.32%	All of 1999	5.8%
6 Manufac., Non-Durables	5,478	6.05%	Machine Oprs., Fab., Assemb. & Inspec.	8,328	9.19%		
7 Other Prof. Svcs.	4,966	5.48%	Exec., Admin. & Managerial	7,257	8.01%		
8 Fin., Ins. & Real Estate	4,744	5.24%	Transportation & Moving	5,760	6.36%		
9 Transportation	4,695	5.18%	Handlers, Cleaners, Help., Laborers	4,938	5.45%		
10 Mining	3,482	3.84%	Technicians & Support	3,232	3.57%		
Total Metro Employees	90,576						
Top 10 Total Employees	72,857	80.44%					

Major Radio Station Sales

Major Radio Station Sales Since 1993

Year	Calls	From	To	Price	(E)
1993	WJAC, WKYE-F			\$2,750,000	
1997	WVSC-AF		Sold to WJAC, WKYE-F	\$1,550,000	
1997	WGLU-F	Telemedia	Citadel	\$3,000,000	
1997	WQKK-F	Telemedia	Citadel	\$2,000,000	
1997	WJAC, WVSC-AF, WKYE-F		Forever		
1997	WZGO-AF		Forever	\$425,000	
1997	WGLU-F, WQKK-F	Citadel	Talleyrand	\$5,500,000	
1998	WFJY	Forever		\$25,000	
1998	WMTZ-F	Dame	Clear Channel	\$3,600,000	
1998	WNTJ	Dame	Clear Channel	\$500,000	
1/14/99	WGLU FM	Citadel	Marathon	Group: \$26,000,000	
1/14/99	WQKK FM	Citadel	Marathon	Group: \$26,000,000	
1/31/00	WGLU FM	Marathon	Dame Bcstg	With Marathon State Col. & Johnstown props.: \$7,500,000	
1/31/00	WQKK FM	Marathon	Dame Bcstg	With Marathon State Col. & Johnstown props.: \$7,500,000	
4/4/00	WEBG AM	Jesus Is Lord Ministries	Pennsylvania Radiowerks	\$160,000	
12/1/00	WSRA FM, WYSN AM	NorLin Broadcasters, Inc.	Dame Bcstg		

2000 ARB Rank:	176	2000 Revenue:	\$13,100,000	Manager's Market Ranking (current):	3.7
2000 MSA Rank:	116	Rev per Share Point:	\$225,862	Manager's Market Ranking (future):	4.0
2000 DMA Rank:	38 (w/Grand Rapids)	Population per Station:	17,518		
2000 Rev Rank:	140 of 173	2000 Revenue Change:	4.8%	Five-year revenue gain % (95-00):	52.3

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	8.6	9.0	9.8	11.4	12.5	13.1					
Yearly Growth Rate (95-00): 6.0% assigned											
Projected Revenue Estimates:							13.6	14.4	15.3	16.1	17.5
Revenue per Capita:	37.23	38.79	42.24	49.14	53.88	56.47					
Yearly Growth Rate (95-00): 4.9% assigned											
Projected Revenue per Capita:							58.62	62.07	65.95	69.10	75.11
Resulting Revenue Estimate:							14.2	15.1	16.0	16.9	18.3
Revenue as % of Retail Sales:	0.0034	0.0036	0.0038	0.0042	0.0043	0.0042					
Mean % (95-00) 0.0039											
Resulting Revenue Estimate:							12.5	12.9	13.3	13.7	14.0
MEAN REVENUE ESTIMATE:							13.4	14.1	14.9	15.5	16.6

Population and Demographic Estimates

	'95	Historic				'00	Projections				
		'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.231	0.232	0.232	0.232	0.232	0.232	0.232	0.232	0.232	0.233	0.233
Retail Sales (billions):	2.50	2.50	2.60	2.70	2.90	3.10	3.20	3.30	3.40	3.50	3.60

Market Profile

Below-the-Line Listening Shares:	27.4
Unlisted Station Listening:	14.6
Total Lost Listening:	42.0
Available Share Points:	58.0
Number of Viable Stations:	8.0
Average Share Points per Viable Station:	7.3
Rev. per Available Share Point:	\$225,862
Estimated Rev. for Mean Station:	\$1,648,793
Average HH Income:	\$47,652
Average Age:	35.4
Average Education:	12.4
Average Home Value:	\$62,800
Population Change (1999-2004):	0.4
Retail Sales Change (1999-2004):	20.7
Cable Penetration:	N/A
Number of Class B or C FMs:	4

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan and all major stations cooperate. Managers expect 3% to 5% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$13,100,000	15.9	0.0042
Television	\$34,000,000	41.4	0.0110
Newspaper	\$30,000,000	36.5	0.0097
Outdoor	\$3,100,000	3.8	0.0010
Cable TV	\$2,000,000	2.4	0.0006
Media Totals:	\$82,200,000		0.0265

Note: Use Newspaper and Outdoor estimates with caution. DMA split with Grand Rapids, Battle Creek and Muskegon. TV revenue is estimate of Kalamazoo/Battle Creek share. Total TV revenue for the DMA is estimated at \$110,000,000.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Cumulus Media: WKFR FM, WKMI AM, WRKR FM	\$5,950,000	45.4
2 Fairfield Broadcasting: WKLZ AM, WKZO AM, WQLR FM, WQSN AM	\$3,505,000	26.8
3 Midwest Communications: WFAT FM, WNWN FM, WNWN AM	\$3,100,000	23.7
4 Forum Communications, Inc.: WAKV AM, WQXC FM, WZUU FM	\$350,000	2.7

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WRKR FM	AOR	\$2,700,000	20.6
2 WKFR FM	CHR	\$2,500,000	19.1
3 WQLR FM	AC	\$2,150,000	16.4
4 WFAT FM	AC	\$1,800,000	13.7
5 WNWN FM	C	\$1,200,000	9.2
6 WKZO AM	FS/T	\$1,125,000	8.6
7 WKMI AM	T	\$750,000	5.7
8 WQXC FM	O	\$350,000	2.7
9 WQSN AM	SPRTS	\$230,000	1.8

Kalamazoo

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Pharmaceuticals Automotive Paper Agribusiness	Whirlpool Kellogg	181 269	Stryker Whirlpool	

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	87.8	<\$20: 23.2 \$20-\$49.9: 35.7 \$50-\$99.9: 30.8 \$100+: 10.3	12-to-24: 25.6 25-to-54: 51.9 55-plus: 22.5
Black:	10.0		Non High School Grad: 20.2 High School Grad: 31.2 College 1-3 years: 28.1 College 4+ years: 20.6
Amer. Indian:	0.6		
Asian/Pac. Isl.:	1.6		
Hispanic: *	2.7		

Viable Stations

WFAT-FM	WKFR-FM	WKMI-AM	WKZO-AM
WNWN-FM	WQLR-FM	WQSN-AM	WQXC-FM
WRKR-FM			

Colleges and Universities

	(# of Students)
Western Michigan U.	26,279
Kalamazoo Valley CC	6,328
Kalamazoo Coll.	1,357
Total Students (FT & PT)	33,964

Best Golf Courses

Point of Woods (Benton Harbor), The Moors, Kalamazoo CC

Weather Data

Elevation:	773		
Annual Precipitation:	34.3 in.		
Annual Snowfall:	78.4 in.		
Average Windspeed:	10.3 (W)		
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	30.9	84.4	57.9
Avg. Min. Temp:	17.1	60.2	38.4
Average Temp:	24.0	72.1	47.9

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WGVM	Kalamazoo	52	PBS	Gnd. Valley St. U.	

Also see Grand Rapids

Major Daily Newspapers

	AM	PM	Sun	Owner
Kalamazoo Gazette		59,154	75,288	Advance Pub.(Booth)

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade	Admin. Support/Clerical	Jul 90: 5.7%
2 Manufac., Non-Durables	Professional	Jul 91: 5.5%
3 Manufac., Durables	Svc., Exclud. Protective & HH	Jul 92: 5.9%
4 Educational Svcs.	Exec., Admin. & Managerial	Jul 93: 4.7%
5 Health Svcs.	Sales	Jul 94: 5.4%
6 Other Prof. Svcs.	Precis. Produc./Craft/Repair	All of 1995: 4.6%
7 Fin., Ins. & Real Estate	Machine Oprs., Fab., Assemb. & Inspec.	All of 1996: 4.4%
8 Construction	Handlers, Cleaners, Help., Laborers	All of 1997: 3.9%
9 Business & Repair Svcs.	Technicians & Support	All of 1998: 3.4%
10 Wholesale Trade	Transportation & Moving	All of 1999: 3.5%
Total Metro Employees	211,015	
Top 10 Total Employees	181,278	85.91%

Major Radio Station Sales

Major Radio Station Sales Since 1992

Year	Calls	From	To	Price	(E)
1992	WKZO	Fetzer	Radio Associates	\$1,600,000	
1993	WKMI, WKFR-F, WRKR-F	Station merged		\$8,800,000	
1995	WHEZ, WNWN-F, WFAT-F		Midwest Comm.	\$3,900,000	
1995	WKZO		Sold to WQLR-F, WQSN owner	\$900,000	
1998	WKMI/WRKR-F		Cumulus	\$14,000,000	
5/1/98	WQXC AM			\$17,500	

2000 ARB Rank:	30	2000 Revenue:	\$91,400,000	Manager's Market Ranking (current):	2.8
2000 MSA Rank:	29	Rev per Share Point:	\$1,038,636	Manager's Market Ranking (future):	3.5
2000 DMA Rank:	30	Population per Station:	62,078		
2000 Rev Rank:	29 of 173	2000 Revenue Change:	7.5%	Five-year revenue gain % (95-00):	60.4

Revenue History and Projections

	Radio Revenue History						Radio Revenue Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	57.0	66.4	71.4	78.5	85.0	91.4					
Yearly Growth Rate (95-00): 6.7% assigned											
Projected Revenue Estimates:							95.0	101.2	108.3	118.1	123.0
Revenue per Capita:	34.13	39.06	41.51	45.12	48.02	51.12					
Yearly Growth Rate (95-00): 5.7% assigned											
Projected Revenue per Capita:							52.60	55.48	58.80	63.50	65.50
Resulting Revenue Estimate:							99.5	106.0	113.4	123.7	128.8
Revenue as % of Retail Sales:	0.0030	0.0034	0.0034	0.0036	0.0036	0.0037					
Mean % (95-00) 0.0035											
Resulting Revenue Estimate:							92.8	98.1	103.5	108.8	114.1
MEAN REVENUE ESTIMATE:							95.8	101.8	108.4	116.8	122.0

Population and Demographic Estimates

	Historic						Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	1.670	1.700	1.720	1.740	1.770	1.788	1.806	1.824	1.842	1.860	1.878
Retail Sales (billions):	19.00	19.80	20.70	22.00	23.60	25.00	26.52	28.04	29.56	31.08	32.60

Market Profile

Below-the-Line Listening Shares:	1.1
Unlisted Station Listening:	10.9
Total Lost Listening:	12.0
Available Share Points:	88.0
Number of Viable Stations:	19.5
Average Share Points per Viable Station:	4.5
Rev. per Available Share Point:	\$1,038,636
Estimated Rev. for Mean Station:	\$4,673,862
Average HH Income:	\$50,485
Average Age:	36.2
Average Education:	12.4
Average Home Value:	\$66,500
Population Change (1999-2004):	5.1
Retail Sales Change (1999-2004):	31.7
Cable Penetration:	64.5
Number of Class B or C FMs:	14

Confidence Levels

2000 Revenue Estimates:
2001-to-2005 Revenue Estimates:

Comments: Market reports revenue to Miller, Kaplan and all fully viable stations cooperate except WHB. Managers predict 5% to 7% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$91,400,000	19.7	0.0037
Television	\$183,600,000	39.6	0.0073
Newspaper	\$161,000,000	34.8	0.0064
Outdoor	\$18,500,000	4.0	0.0007
Cable TV	\$8,700,000	1.9	0.0003
Media Totals:	\$463,200,000		0.0185

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Entercom: KCIY FM, KMBZ AM, KQRC FM, KRBZ FM, KUDL FM, KXTR AM, KYYS FM, WDAF AM	\$34,600,000	37.9
2 CBS/Infinity: KBEQ FM, KFKF FM, KMXV FM, KSRC FM	\$28,500,000	31.2
3 Susquehanna: KCFX FM, KCMO AM, KCMO FM	\$14,620,000	16.0
4 KPRS Broadcasting Corp.: KPRS FM, KPRT AM	\$7,600,000	8.3
5 Allur Communications: KCHZ FM, KNRX FM	\$2,750,000	3.0
6 Union Broadcasting: WHB AM	\$1,900,000	2.1
7 James Crystal Enterprises: KCKN AM	\$560,000	0.6
8 KCBR-AM, LP: KPHN AM	\$410,000	0.4
9 Hochman Communications: KUPN AM	\$300,000	0.3

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KMXV FM	CHR	\$10,500,000	11.5
2 KQRC FM	AOR	\$8,400,000	9.2
3 KCFX FM	CL AOR	\$7,750,000	8.5
4 KPRS AF	B	\$7,600,000	8.3
5 KFKF FM	C	\$7,100,000	7.8
6 KYYS FM	CL AOR	\$7,000,000	7.7
7 KUDL FM	SAC	\$6,600,000	7.2
8 KBEQ FM	C	\$6,000,000	6.6
9 KMBZ AM	N/T	\$5,900,000	6.5
10 KSRC FM	AC	\$4,900,000	5.4
11 KCMO FM	O	\$4,570,000	5.0
12 WDAF AM	C/FS	\$3,400,000	3.7
13 KCMO AM	T	\$2,300,000	2.5
14 KCIY FM	J	\$2,200,000	2.4
15 WHB AM	SPRTS	\$1,900,000	2.1
16 KCHZ FM	CHR	\$1,500,000	1.6
17 KNRX FM	AOR-NR	\$1,250,000	1.4
18 KRBZ FM	CL	\$1,000,000	1.1
19 KCKN AM	REL-CC	\$560,000	0.6
20 KPHN AM	N/T	\$410,000	0.4
21 KUPN AM	SP-R	\$300,000	0.3

NOTE: The KCFX-F figures include about \$3.6 million in Chief's football revenue. The figures for KMBZ do not include about \$1.9 million in baseball revenue.

Kansas City

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Automotive	UtiliCorp 60	Commerce Bancshares	American Century Investments	
Airplane Parts	Sprint 75	DST Systems	Bartlett and Co	
Distribution	Farmland Industries 160	H&R Block	Black & Veatch	
Food Processing	Yellow 457	Sprint FON Group	DeBruce Grain	
Agribusiness	Interstate Bakeries 464	Sprint PCS	Dunn Industries	
Printing		Stilwell Financial	Hallmark Cards	
Ammunition		UtiliCorp United	Sutherland Lumber	

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	84.5	<\$20: 18.8	12-to-24 19.5
Black:	13.4	\$20-\$49.9: 34.9	25-to-54 55.9
Amer. Indian:	0.5	\$50-\$99.9: 33.4	55-plus 24.6
Asian/Pac. Isl.:	1.7	\$100+: 13.0	Non High School Grad: 16.3
Hispanic: *	4.0		High School Grad: 31.2
			College 1-3 years: 27.9
			College 4+ years: 24.6

Viable Stations

KBEQ-FM	KCFX-FM	KCHZ-FM	KCIY-FM
KCKN-AM	KCMO-AM	KCMO-FM	KFKF-FM
KGAR-FM	KMBZ-AM	KMXV-FM	KNRX-FM
KPHN-AM	KPRS-AF	KQRC-FM	KRBZ-FM
KSRC-FM	KUDL-FM	KYYS-FM	WDAF-AM
WHB-AM			

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WDAF-TV	Kansas City	4	FOX	Fox	
KCTV	Kansas City	5	CBS	Meredith	
KMBC-TV	Kansas City	9	ABC	Hearst-Argyle	
KCPT	Kansas City	19	PBS	PT 19	
KCWE	Kansas City	29	UPN	KCWE	Hearst-
Argyle					
KMCI	Lawrence, KS	38	IND	Scripps Howard	
KSHB-TV	Kansas City	41	NBC	Scripps Howard	
KPXE	Kansas City	50	PAX	Paxson	Scripps
Howard					
KSMO-TV	Kansas City	62	WB	Sinclair	

Major Daily Newspapers

	AM	PM	Sun	Owner
The Kansas City Star	275,336		392,648	Knight Ridder
Kansas City Kansan		11,346	11,346	Liberty Publishing

Colleges and Universities

	(# of Students)
U. of Missouri: Kansas City	9,984
Johnson County CC	9,185
Kansas City Kansas CC	3,542
Rockhurst U.	2,827
Penn Valley CC	2,729
Maple Woods CC	2,621
DeVry Inst. of Tech.: Kansas City (and more)	2,565
Total Students (FT & PT)	39,142

Best Golf Courses

Kansas City CC, Indian Hills CC, Wolf Creek, Oakwood, Hallbrook Farms, Shadow Glen, Deer Creek

Weather Data

Elevation:	1014		
Annual Precipitation:	36.7 in.		
Annual Snowfall:	19.7 in.		
Average Windspeed:	10.2		
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	36.2	88.0	63.7
Avg. Min. Temp:	19.3	69.6	45.3
Average Temp:	27.8	78.8	54.5

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade 146,665 16.31%	Admin. Support/Clerical 167,117 18.59%	Jul 90: 4.5%
2 Health Svcs. 78,389 8.72%	Professional 129,744 14.43%	Jul 91: 5.6%
3 Fin., Ins. & Real Estate 77,828 8.66%	Exec., Admin. & Managerial 124,973 13.90%	Jul 92: 5.2%
4 Manufac., Durables 71,100 7.91%	Sales 118,211 13.15%	Jul 93: 5.2%
5 Other Prof. Svcs. 65,868 7.33%	Svc., Exclud. Protective & HH 89,489 9.95%	Jul 94: 4.6%
6 Manufac., Non-Durables 64,822 7.21%	Precis. Produc./Craft/Repair 89,065 9.91%	All of 1995: 4.3%
7 Educational Svcs. 63,363 7.05%	Machine Oprs., Fab., Assemb. & Inspec. 47,961 5.33%	All of 1996: 4.1%
8 Transportation 56,702 6.31%	Technicians & Support 35,366 3.93%	All of 1997: 3.7%
9 Wholesale Trade 51,193 5.69%	Transportation & Moving 34,183 3.80%	All of 1998: 3.8%
10 Construction 48,992 5.45%	Handlers, Cleaners, Help., Laborers 33,800 3.76%	All of 1999: 3.0%
Total Metro Employees 899,080		
Top 10 Total Employees 724,922 80.63%		

Major Radio Station Sales

Major Radio Station Sales Since 1993

Year	Calls	From	To	Price	(E)
1993	WHB, KUDL-F	Shamrock	Apollo	\$5,000,000	
1993	KCMO A/F	Gannett	Bonneville	\$7,600,000	
1995	KBEQ A/F	Noble	EZ	\$7,650,000	
1995	KKCJ-F (Liberty)		Heritage	\$5,000,000	
1995	KMXV-F	Apollo	Regent	\$6,100,000	
1995	KUDL-F	Apollo	Regent	\$7,200,000	
1995	KFKF-F	Sconnix	EZ	\$28,000,000	
1996	WDAF	Citicasters	Jacor	\$17,500,000	
1996	KYYS-F	Citicasters	Jacor	\$18,400,000	
1996	KISF-F	Meyer	SynCom	\$2,420,000	
1996	KBEQ-AF	EZ	Amer. Radio Sys.	\$20,000,000	
1996	KFKF-F	EZ	Amer. Radio Sys.	\$39,000,000	
1996	KMXV-F	Regent	Jacor	\$13,000,000	
1996	KUDL-F	Regent	Jacor	\$17,000,000	
1996	KFEZ		KNHN owner	\$1,300,000	
1996	KCAZ, KXTR-F		Heritage	\$9,700,000	
1997	KMBZ, KLTH-F, KCMO-AF				
	Traded by Bonneville to Entercom KLDE-F in Houston.				
1997	KQRC-F	Trade From Journal Co	Heritae		WMYU/WWST in Knoxville
1997	KGGN		Mortenson		
1997	Jacor traded its Kansas City stations to ARS for its Dayton properties.				
1997	KCMO (810) and WHB (710) swapped facilities.				
1997	WDAF, KUDL-F	Traded by ARS	Entercom		KLOU-F in St. Louis
1997	KCAZ	Heritage	Sinclair TV	\$600,000	
1997	KCFX-F	Heritage	Sinclair TV	\$47,600,000	
1997	KCIY-F	Heritage	Sinclair TV	\$11,600,000	
1997	KQRC-F	Heritage	Sinclair TV	\$16,800,000	
1997	KXTR-F	Heritage	Sinclair TV	\$12,000,000	
1998	KCNW	Children's	Catholic		
1998	KCTE (1510)			\$925,000	
1998	KOWW	CBS		\$750,000	
1/10/99	WREN AM	Mortenson	Entercom	\$2,750,000	Price approx.
1/20/99	KCHZ FM	Radio 2000	Syncom	\$10,950,000	
6/15/99	KUPN AM	Sinclair Broadcast	HME Communications	\$550,000	
7/26/99	KCFX FM	Sinclair Broadcast	Entercom		Group purchase: \$821,500,000
7/26/99	KQRC FM	Sinclair Broadcast	Entercom		Group purchase: \$821,500,000
7/26/99	KXTR FM	Sinclair Broadcast	Entercom		Group purchase: \$821,500,000
7/26/99	KCIY FM	Sinclair Broadcast	Entercom		Group purchase: \$821,500,000
9/22/99	WHB AM	Kanza, Inc.	Union Broadcasting, Inc.	\$8,000,000	
9/24/99	KKLO AM	Chara Communications	New Life Evangelistic Center	\$1,300,000	
5/11/00	KCFX FM, KCMO AM, KCMO FM	Entercom	Susquehanna		
5/16/00	KFEZ AM	KCBR-AM, LP	James Crystal		
11/22/00	KCNW AM	Catholic Family Radio	Wilkins Communications	\$725,000	

Knoxville

2000 ARB Rank:	69	2000 Revenue:	\$35,600,000	Manager's Market Ranking (current):	3.8
2000 MSA Rank:	78	Rev per Share Point:	\$414,918	Manager's Market Ranking (future):	4.0
2000 DMA Rank:	63	Population per Station:	22,712	25	
2000 Rev Rank:	65 of 173	2000 Revenue Change:	8.9%	Five-year revenue gain % (95-00):	61.8

Revenue History and Projections

	Radio Revenue History					Radio Revenue Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	22.0	23.0	26.5	28.6	32.7	35.6					
Yearly Growth Rate (95-00): 6.7% assigned											
Projected Revenue Estimates:							36.8	38.9	41.4	44.5	47.9
Revenue per Capita:	33.90	35.22	40.15	43.14	48.30	52.35					
Yearly Growth Rate (95-00): 5.6% assigned											
Projected Revenue per Capita:							53.80	56.46	59.65	63.57	68.23
Resulting Revenue Estimate:							38.5	40.7	43.3	46.6	50.2
Revenue as % of Retail Sales:	0.0026	0.0025	0.0028	0.0029	0.0030	0.0030					
Mean % (95-00) 0.0028											
Resulting Revenue Estimate:							35.2	37.6	40.0	42.4	44.8
MEAN REVENUE ESTIMATE:							36.8	39.1	41.6	44.5	47.6

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.649	0.653	0.660	0.663	0.677	0.680	0.684	0.689	0.694	0.700	0.702
Retail Sales (billions):	8.40	9.20	9.50	10.00	10.80	11.70	12.56	13.42	14.28	15.14	16.00

Market Profile

Below-the-Line Listening Shares:	0.5
Unlisted Station Listening:	13.7
Total Lost Listening:	14.2
Available Share Points:	85.8
Number of Viable Stations:	12.5
Average Share Points per Viable Station:	6.9
Rev. per Available Share Point:	\$414,918
Estimated Rev. for Mean Station:	\$2,862,934
Average HH Income:	\$39,169
Average Age:	38.5
Average Education:	11.2
Average Home Value:	\$61,100
Population Change (1999-2004):	3.4
Retail Sales Change (1999-2004):	40.2
Cable Penetration:	68.8
Number of Class B or C FMs:	5

Confidence Levels

2000 Revenue Estimates:	Slightly Below Normal
2001-to-2005 Revenue Estimates:	Slightly Below Normal

Comments: Market reports revenue to Miller, Kaplan and all viable stations except WFBZ-F cooperate.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$35,600,000	19.9	0.0030
Television	\$68,000,000	38.0	0.0058
Newspaper	\$62,000,000	34.6	0.0053
Outdoor	\$7,500,000	4.2	0.0006
Cable TV	\$6,000,000	3.4	0.0005
Media Totals:	\$179,100,000		0.0153

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Citadel: WIVK FM, WNOX AM, WNOX FM, WSMJ FM	\$14,880,000	41.8
2 South Central Communications: WIMZ FM, WJXB FM, WTXM FM, WTXM AM	\$10,500,000	29.5
3 Journal Broadcast Group: WBON FM, WMYU FM, WQBB AM, WWST FM	\$7,300,000	20.5
4 Oak Ridge FM, Inc.: WNFZ FM, WOKI FM	\$2,470,000	6.9
5 M & H Broadcasting, Inc.: WJBZ FM, WKVL AM	\$360,000	1.0
6 Newko, LLC: WXVO FM	\$100,000	0.3

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WIVK FM	C	\$11,000,000	30.9
2 WJXB FM	SAC	\$5,500,000	15.4
3 WIMZ FM	CL AOR	\$4,500,000	12.6
4 WMYU FM	O	\$3,300,000	9.3
5 WNOX AF	N/T	\$3,220,000	9.0
6 WWST FM	CHR	\$3,200,000	9.0
7 WOKI FM	CL AOR	\$1,700,000	4.8
8 WNFZ FM	AOR-NR	\$770,000	2.2
9 WSMJ FM	J	\$660,000	1.9
10 WBON FM	AOR	\$600,000	1.7
11 WTXM FM	CHR/AC	\$380,000	1.1
12 WJBZ FM	G	\$360,000	1.0
13 WQBB AM	ST	\$200,000	0.6
14 WTXM AM	SPRTS	\$120,000	0.3
15 WXVO FM	AOR-NR	\$100,000	0.3

Commerce and Industry

Important Businesses and Industries

Apparel
Chemicals
Coal
Tobacco
Iron
Textiles

Fortune 500 Companies

Forbes 500 Companies

Forbes Largest Private Companies

Anderson News
HT Hackney
Pilot
Regal Cinemas

INC 500 Companies

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	91.9	<\$20: 27.4	12-to-24 20.3
Black:	6.6	\$20-\$49.9: 37.6	25-to-54 52.8
Amer. Indian:	0.3	\$50-\$99.9: 26.5	55-plus 26.9
Asian/Pac. Isl.:	1.2	\$100+: 8.6	Non High School Grad: 28.5
Hispanic: *	1.0		High School Grad: 29.8
			College 1-3 years: 22.1
			College 4+ years: 19.6

Viable Stations

WBON-FM	WIMZ-FM	WIVK-FM	WJBZ-FM
WJXB-FM	WMYU-FM	WNFZ-FM	WNOX-AF
WNOX-FM	WOKI-FM	WQBB-AM	WSMJ-FM
WTXM-FM	WWST-FM		

Colleges and Universities

(# of Students)

U. of Tennessee: Knoxville	25,343
Pellissippi State Technical CC	6,619
Maryville Coll.	944
Johnson Bible Coll.	589
Knoxville Business Coll.	508
Tennessee Inst. of Electronics	141
Total Students (FT & PT)	34,144

Best Golf Courses

Holston Hills CC, Willow Creek, Fox Den

Weather Data

Elevation:	980		
Annual Precipitation:	48.0 in.		
Annual Snowfall:	12.5 in.		
Average Windspeed:	7.3 (NE)		
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	48.9	88.0	69.8
Avg. Min. Temp:	32.2	68.3	49.5
Average Temp:	40.6	78.2	59.7

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WSJK	Knoxville	2	PBS	E. Tennessee PTV	
WATE-TV	Knoxville	6	ABC	Young	
WVLT-TV	Knoxville	8	CBS	Gray	
WBIR-TV	Knoxville	10	NBC	Gannett	
WKOP-TV	Knoxville	15	PBS	WSJK	
WBXX	Crossville	20	WB	ACME	
WEEE-LP	Knoxville	32	UPN/IND	Tiger Eye	
WTNZ-TV	Knoxville	43	FOX/UPN	Raycom	
WPXK	Jellico	54	PAX	Paxson	

Major Daily Newspapers

	AM	PM	Sun	Owner
The Knoxville News-Sentinel	115,182		159,387	E W Scripps Co. (Scripps Howard)

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade 64,527 19.74%	Professional 47,534 14.54%	Jul 90: 4.3%
2 Manufac., Durables 30,260 9.26%	Admin. Support/Clerical 47,050 14.39%	Jul 91: 5.6%
3 Health Svcs. 28,053 8.58%	Sales 44,207 13.52%	Jul 92: 5.7%
4 Manufac., Non-Durables 26,694 8.16%	Precis. Produc./Craft/Repair 39,516 12.09%	Jul 93: 4.7%
5 Educational Svcs. 26,659 8.15%	Exec., Admin. & Managerial 38,832 11.88%	Jul 94: 3.6%
6 Construction 24,004 7.34%	Svc., Exclud. Protective & HH 35,438 10.84%	All of 1995: 4.3%
7 Other Prof. Svcs. 22,728 6.95%	Machine Oprs., Fab., Assemb. & Inspec. 23,792 7.28%	All of 1996: 4.2%
8 Fin., Ins. & Real Estate 16,045 4.91%	Transportation & Moving 13,920 4.26%	All of 1997: 4.5%
9 Business & Repair Svcs. 15,054 4.60%	Handlers, Cleaners, Help., Laborers 13,326 4.08%	All of 1998: 3.6%
10 Wholesale Trade 14,780 4.52%	Technicians & Support 13,232 4.05%	All of 1999: 3.3%
Total Metro Employees 326,941		
Top 10 Total Employees 268,804 82.22%		

Major Radio Station Sales

Major Radio Station Sales Since 1994

Year	Calls	From	To	Price	(E)
1994	WWZZ-F (Karns)		Jacor	\$1,800,000	
1995	WMYU-F, WWST-F	Jacor	Heritage	\$7,100,000	
1996	WUTK	Univ. of TN	Dick	\$200,000	
1996	WXVO-F (98.7, Oliver Spgs)	Dick		\$1,500,000	
1996	WXST-F (Loudon)			\$550,000	
1997	WMYU-F, WWST-F	Traded by Heritage	Journal	KQRC-F in Kansas City	
1997	WNOX-F		Dick	\$400,000	
1998	WQBB-AF		Journal	\$7,000,000	
1998	WJOL (850)	Dick	WJBZ-F owner	\$236,000	
1998	WLOD (1140)/WBLC (1360: Lenoir City)	WESK-F owner		\$190,000	
1998	WGAP-AF (Maryville)		So. Central	\$3,000,000	
1998	WATO (Oak Ridge)		WESK-F owner	\$289,000	
1998	WTNN			\$275,000	
4/27/99	WGAP AM	South Central	MetroWest Radio, LLC	\$225,000	
8/4/99	WJBZ AM	Seymour Communications	Horne Radio LLC	\$250,000	
2/1/00	WSEV AM, WDLY FM	Dollywood Broadcasting	East TN Radio Group	\$1,450,000	
5/9/00	WIVK FM, WNOX AM, WNOX FM, WSMJ FM	Dick	Citadel		
9/13/00	WLIL AM, WLIL FM	Arthur Wilkerson	B. P. Broadcasters, LLC	\$500,000	

Lafayette, IN

2000 ARB Rank:	236	2000 Revenue:	\$8,700,000	Manager's Market Ranking (current):	3.2
2000 MSA Rank:	223	Rev per Share Point:	\$117,568	Manager's Market Ranking (future) :	3.4
2000 DMA Rank:	194	Population per Station:	10,809		
2000 Rev Rank:	164 of 173	2000 Revenue Change:	8.7%	Five-year revenue gain % (95-00):	61.1

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	5.4	5.7	6.6	7.3	8.0	8.7					
Yearly Growth Rate (95-00): 6.1% assigned											
Projected Revenue Estimates:							9.0	9.4	10.0	10.8	11.6
Revenue per Capita:	31.95	33.14	38.15	42.20	45.98	49.43					
Yearly Growth Rate (95-00): 6.0% assigned											
Projected Revenue per Capita:							50.56	52.22	54.95	59.34	63.04
Resulting Revenue Estimate:							9.4	9.8	10.5	11.3	12.1
Revenue as % of Retail Sales:	0.0033	0.0033	0.0036	0.0037	0.0038	0.0036					
Mean % (95-00) 0.0036											
Resulting Revenue Estimate:							9.3	9.9	10.6	11.2	11.9
MEAN REVENUE ESTIMATE:							9.2	9.7	10.4	11.1	11.9

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.169	0.172	0.173	0.173	0.174	0.176	0.178	0.180	0.182	0.182	0.184
Retail Sales (billions):	1.65	1.71	1.83	1.95	2.10	2.40	2.58	2.76	2.94	3.12	3.30

Market Profile

Below-the-Line Listening Shares:	10.1
Unlisted Station Listening:	15.9
Total Lost Listening:	26.0
Available Share Points:	74.0
Number of Viable Stations:	7.0
Average Share Points per Viable Station:	10.6
Rev. per Available Share Point:	\$117,568
Estimated Rev. for Mean Station:	\$1,246,221
Average HH Income:	\$44,120
Average Age:	33.4
Average Education:	12.6
Average Home Value:	\$66,000
Population Change (1999-2004):	4.6
Retail Sales Change (1999-2004):	48.6
Cable Penetration:	75.8
Number of Class B or C FMs:	2

Confidence Levels

2000 Revenue Estimates:	Below Normal
2001-to-2005 Revenue Estimates:	Below Normal

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$8,700,000	100.0	0.0036
Television			
Newspaper			
Outdoor			
Cable TV			
Media Totals:	\$8,700,000		0.0036

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Schurz Communications, Inc.: WASK AM, WASK FM, WKOA FM	\$3,430,000	39.4
2 Artistic Media Partners: WAZY FM, WAZY AM, WGBD FM, WLFF FM	\$3,060,000	35.2
3 Radio Works: WKHY FM, WNJY FM	\$1,220,000	14.0
4 KVB Broadcasting: WGLM FM	\$900,000	10.3

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WKOA FM	C	\$2,180,000	25.1
2 WAZY AF	AC/CHR	\$1,540,000	17.7
3 WASK AF	O	\$1,250,000	14.4
4 WGBD FM	AOR-NR	\$1,100,000	12.6
5 WKHY FM	AOR	\$1,000,000	11.5
6 WGLM FM	AC	\$900,000	10.3
7 WLFF FM	C	\$420,000	4.8
8 WNJY FM	O	\$220,000	2.5

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies

Socio-Economic Breakdowns

Ethnic	Income (\$000)		Age		Education		
White:	69.0	<\$20:	34.9	12-to-24	23.9	Non High School Grad:	35.3
Black:	30.0	\$20-\$49.9:	33.8	25-to-54	52.3	High School Grad:	30.6
Amer. Indian:	0.2	\$50-\$99.9:	23.6	55-plus	23.8	College 1-3 years:	18.3
Asian/Pac. Isl.:	0.9	\$100+:	7.7			College 4+ years:	15.8
Hispanic: *	1.6						

Viable Stations

WASK-AF	WAZY-AF	WGBD-FM	WGLM-FM
WKHY-FM	WKOA-FM	WLFF-FM	

Colleges and Universities

(# of Students)

Purdue U.	36,369
Ivy Tech State College: Lafayette	1,881
Total Students (FT & PT)	38,250

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WLFI-TV	Lafayette	18	CBS	LIN	

Major Daily Newspapers

	AM	PM	Sun	Owner
Journal and Courier	37,300		43,667	Gannett Co. Inc.

Best Golf Courses

Weather Data

NO WEATHER DATA AVAILABLE.

Employment Breakdowns

By Industry			By Occupation			Unemployment	
1 Educational Svcs.	18,645	21.88%	Professional	14,917	17.51%	All of 1995	2.9%
2 Retail Trade	15,007	17.61%	Admin. Support/Clerical	12,217	14.34%	All of 1996	2.8%
3 Manufac., Durables	11,527	13.53%	Svc., Exclud. Protective & HH	11,659	13.68%	All of 1997	2.5%
4 Health Svcs.	6,373	7.48%	Precis. Producl./Craft/Repair	8,762	10.28%	All of 1998	2.2%
5 Manufac., Non-Durables	5,766	6.77%	Exec., Admin. & Managerial	8,744	10.26%	All of 1999	2.2%
6 Construction	4,178	4.90%	Sales	8,572	10.06%		
7 Fin., Ins. & Real Estate	4,149	4.87%	Machine Oprs., Fab., Assemb. & Inspec.	6,623	7.77%		
8 Other Prof. Svcs.	3,986	4.68%	Technicians & Support	4,217	4.95%		
9 Business & Repair Svcs.	2,934	3.44%	Handlers, Cleaners, Help., Laborers	3,316	3.89%		
10 Agri., Forestry & Fisheries	2,555	3.00%	Transportation & Moving	2,672	3.14%		
Total Metro Employees	85,214						
Top 10 Total Employees	75,120	88.15%					

Major Radio Station Sales

Major Radio Station Sales Since 1990

Year	Calls	From	To	Price	(E)
1990	WASK A/F	Duchossois	Schurz	\$8,300,000	
1992	WKHY-F	Sold by Spacecom		\$1,780,000	
1994	WLIZ-F		Schurz	\$860,000	
1998	WAZY (1410)		University	\$275,000	
1998	WEZV-F (Brookston)	Bomar		\$1,800,000	
7/27/99	WNJY FM	William Deibel	RadioWorks	\$1,000,000	

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Lafayette, LA

2000 ARB Rank:	100	2000 Revenue:	\$17,300,000	Manager's Market Ranking (current):	3.1
2000 MSA Rank:	133	Rev per Share Point:	\$217,337	Manager's Market Ranking (future):	3.1
2000 DMA Rank:	124	Population per Station:	17,239		
2000 Rev Rank:	111 of 173	2000 Revenue Change:	8.8%	Five-year revenue gain % (95-00):	45.4

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	11.9	12.5	13.5	14.7	15.9	17.3					
Yearly Growth Rate (95-00): 6.2% assigned											
Projected Revenue Estimates:							18.0	19.1	20.4	22.5	24.8
Revenue per Capita:	32.43	33.88	36.49	39.31	42.18	45.53					
Yearly Growth Rate (95-00): 5.2% assigned											
Projected Revenue per Capita:							47.00	49.48	52.44	57.69	63.10
Resulting Revenue Estimate:							18.8	20.0	21.4	23.6	26.0
Revenue as % of Retail Sales:	0.0036	0.0037	0.0039	0.0038	0.0036	0.0036					
Mean % (95-00) 0.0037											
Resulting Revenue Estimate:							18.9	20.0	21.1	22.2	23.3
MEAN REVENUE ESTIMATE:							18.6	19.7	21.0	22.8	24.7

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.367	0.369	0.370	0.374	0.377	0.380	0.383	0.386	0.389	0.390	0.393
Retail Sales (billions):	3.30	3.40	3.50	3.90	4.40	4.80	5.10	5.40	5.70	6.00	6.30

Market Profile

Below-the-Line Listening Shares:	10.9
Unlisted Station Listening:	9.5
Total Lost Listening:	20.4
Available Share Points:	79.6
Number of Viable Stations:	12.5
Average Share Points per Viable Station:	6.4
Rev. per Available Share Point:	\$217,337
Estimated Rev. for Mean Station:	\$1,390,957
Average HH Income:	\$32,944
Average Age:	32.3
Average Education:	10.7
Average Home Value:	\$49,500
Population Change (1999-2004):	3.4
Retail Sales Change (1999-2004):	36.4
Cable Penetration:	74.4
Number of Class B or C FMs:	10

Confidence Levels

2000 Revenue Estimates:	Below Normal
2001-to-2005 Revenue Estimates:	Below Normal

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$17,300,000	21.1	0.0036
Television	\$32,900,000	40.2	0.0069
Newspaper	\$26,400,000	32.2	0.0055
Outdoor	\$3,000,000	3.7	0.0006
Cable TV	\$2,300,000	2.8	0.0005
Media Totals:	\$81,900,000		0.0171

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: KFTE FM, KMDL FM, KPFL FM, KPFL AM, KRKA FM, KRFB AM, KTDY FM	\$7,400,000	42.7
2 Citadel: KDYS AM, KFZ FM, KNEK FM, KNEK AM, KRRQ FM, KSMB FM, KVOL AM, KVOL FM	\$4,410,000	25.5
3 Bonin Broadcasting Corp.: KNIR AM, KXKC FM	\$2,600,000	15.0
4 R & M Broadcasting, Inc.: KJCB AM	\$605,000	3.5
5 SoTo Broadcasting: KBON FM	\$425,000	2.5
6 Acadia Broadcast Partners, Inc.: KLTW FM, KSIG AM	\$280,000	1.6
7 Third Partner Broadcasting, Inc.: KQIS FM	\$250,000	1.4

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KTDY FM	AC	\$2,800,000	16.2
2 KSMB FM	CHR	\$2,700,000	15.6
3 KXKC FM	C	\$2,600,000	15.0
4 KMDL FM	C	\$2,500,000	14.5
5 KRRQ FM	B	\$1,300,000	7.5
6 KFTE FM	AOR-NR	\$800,000	4.6
7 KPFL AF	T/SPRTS	\$640,000	3.7
8 KJCB AF	B/G	\$605,000	3.5
9 KRKA FM	CL AOR	\$500,000	2.9
10 KBON FM	VA	\$425,000	2.5
11 KFZ FM	B/G	\$410,000	2.4
12 KLTW FM	O	\$280,000	1.6
13 KQIS FM	SAC	\$250,000	1.4

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies Schumacher Group of Delaware

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	93.7	<\$20: 21.4	12-to-24 34.4
Black:	1.9	\$20-\$49.9: 36.1	25-to-54 46.0
Amer. Indian:	0.3	\$50-\$99.9: 32.0	55-plus 19.6
Asian/Pac.Isl.:	4.1	\$100+: 10.5	Non High School Grad: 16.0
Hispanic: *	2.5		High School Grad: 33.9
			College 1-3 years: 22.0
			College 4+ years: 28.1

Viable Stations

KBON-FM	KFTE-FM	KFXZ-FM	KJCB-AF
KMDL-FM	KNEK-FM	KPEL-AF	KPEL-AM
KQIS-FM	KRKA-FM	KRRQ-FM	KSMB-FM
KTDY-FM	KXKC-FM		

Colleges and Universities

Colleges and Universities	(# of Students)
U. of Southwestern Louisiana	15,930
Louisiana State U. at Eunice	2,396
Remington College - Education America, Inc.	492
Total Students (FT & PT)	18,818

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KATC	Lafayette	3	ABC	Cordillera	
KLFY-TV	Lafayette	10	CBS	Young	
KADN	Lafayette	15	FOX	Chas. Chatelain	Comm. Corp
KDCG-LP	Opelousas	22	PAX	Acadiana	
KLPB-TV	Lafayette	24	PBS	LA ETV	
KLAF-LP	Lafayette	62	UPN	Delta	Comm. Corp

Best Golf Courses

Weather Data

NO WEATHER DATA AVAILABLE
See New Orleans for an approximation

Major Daily Newspapers

Major Daily Newspapers	AM	PM	Sun	Owner
The Advertiser	44,283		51,548	Gannett Co. Inc.

Employment Breakdowns

By Industry			By Occupation			Unemployment	
1 Retail Trade	27,810	18.62%	Admin. Support/Clerical	20,795	13.92%	All of 1995	6.5%
2 Educational Svcs.	14,442	9.67%	Professional	20,648	13.82%	All of 1996	6.0%
3 Mining	13,346	8.93%	Sales	20,608	13.80%	All of 1997	5.4%
4 Health Svcs.	12,311	8.24%	Precis. Produc./Craft/Repair	19,799	13.26%	All of 1998	5.5%
5 Manufac., Non-Durables	9,376	6.28%	Svc., Exclud. Protective & HH	16,253	10.88%	All of 1999	5.6%
6 Construction	9,177	6.14%	Exec., Admin. & Managerial	14,763	9.88%		
7 Other Prof. Svcs.	9,143	6.12%	Machine Oprs., Fab., Assemb. & Inspec.	9,013	6.03%		
8 Wholesale Trade	7,780	5.21%	Transportation & Moving	8,138	5.45%		
9 Fin., Ins. & Real Estate	7,612	5.10%	Handlers, Cleaners, Help., Laborers	6,009	4.02%		
10 Business & Repair Svcs.	6,452	4.32%	Technicians & Support	5,849	3.92%		
Total Metro Employees	149,370						
Top 10 Total Employees	117,449	78.63%					

Major Radio Station Sales

Major Radio Station Sales Since 1993

Year	Calls	From	To	Price	(E)
1993	KFTE-F (Breaux)		owners of KMDL-F	\$670,000	
1993	KPEL-F (Erath)			\$150,000	
1994	KMDL-F, KFTE-F			\$1,550,000	
1995	KACY, KSMB-F		Gulfstar (CNCLD)	\$5,100,000	
1995	KACY, KSMB-F		Powell (John Peroyea)	\$4,300,000	
1996	KVOL-AF, KDEA-F		Powell	\$3,500,000	
1996	KMDL-F, KFTE-F			\$4,475,000	
1997	KPEL-F		Galloway	\$2,000,000	
1997	KNEK-F		Citywide	\$1,500,000	
1998	KBON-F (Mamou)			\$70,000	
1998	KNEK/KFXZ-F/ KNEK-F/KRRQ-F	Citywide	Citadel	\$34,000,000	
1998	KROF-AF		Galloway	\$787,500	
11/16/99	KDYS AM, KSMB FM, KVOL AM, KVOL FM	Powell	Citadel	\$8,500,000	

Lancaster

2000 ARB Rank:	111	2000 Revenue:	\$12,900,000	Manager's Market Ranking (current):	3.0
2000 MSA Rank:	111	Rev per Share Point:	\$368,571	Manager's Market Ranking (future):	3.4
2000 DMA Rank:	46 (w/Harrisburg, York)	Population per Station:	63,283		
2000 Rev Rank:	142 of 173	2000 Revenue Change:	9.3%	Five-year revenue gain % (95-00):	48.3

Revenue History and Projections

	Radio Revenue History					Radio Revenue Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	8.7	9.3	10.1	11.0	11.8	12.9					
Yearly Growth Rate (95-00): 6.0% assigned											
Projected Revenue Estimates:							13.3	14.0	14.7	15.8	16.8
Revenue per Capita:	19.42	20.58	22.25	23.86	25.54	27.74					
Yearly Growth Rate (95-00): 5.8% assigned											
Projected Revenue per Capita:							28.42	29.72	31.01	32.99	34.86
Resulting Revenue Estimate:							13.9	14.7	15.4	16.5	17.6
Revenue as % of Retail Sales:	0.0019	0.0018	0.0019	0.0020	0.0020	0.0020					
Mean % (95-00) 0.0019											
Resulting Revenue Estimate:							12.7	13.3	14.0	14.7	15.4
MEAN REVENUE ESTIMATE:							13.3	14.0	14.7	15.7	16.6

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.448	0.452	0.454	0.461	0.462	0.465	0.468	0.471	0.474	0.479	0.482
Retail Sales (billions):	4.70	5.20	5.40	5.60	5.90	6.30	6.66	7.02	7.38	7.74	8.10

Market Profile

Below-the-Line Listening Shares:	48.8
Unlisted Station Listening:	16.2
Total Lost Listening:	65.0
Available Share Points:	35.0
Number of Viable Stations:	4.5
Average Share Points per Viable Station:	7.8
Rev. per Available Share Point:	\$368,571
Estimated Rev. for Mean Station:	\$2,874,854
Average HH Income:	\$52,028
Average Age:	36.0
Average Education:	11.7
Average Home Value:	\$89,400
Population Change (1999-2004):	3.7
Retail Sales Change (1999-2004):	31.2
Cable Penetration:	N/A
Number of Class B or C FMs:	4

Confidence Levels

2000 Revenue Estimates:	Below Normal
2001-to-2005 Revenue Estimates:	Below Normal

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$12,900,000	19.1	0.0020
Television	\$19,500,000	28.9	0.0031
Newspaper	\$31,200,000	46.3	0.0050
Outdoor	\$3,800,000	5.6	0.0006
Cable TV			
Media Totals:	\$67,400,000		0.0107

Note: Use Newspaper and Outdoor estimates with caution. Split DMA with York and Harrisburg. TV revenue figure is estimate of Lancaster's share. Total TV revenue for DMA is estimated at \$97,000,000.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: WLAN FM, WLAN AM	\$3,490,000	27.1
2 WDAC Radio Co.: WDAC FM	\$3 Million-plus	N/A
3 Brill Media Co.: WIOV FM	\$3,200,000	24.8
4 Hall Communications: WLPA AM, WROZ FM	\$3,050,000	23.6

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WLAN FM	CHR	\$3,320,000	25.7
2 WDAC FM	REL	\$3,260,000	25.3
3 WIOV FM	C	\$3,200,000	24.8
4 WROZ FM	SAC	\$2,900,000	22.5
5 WLAN AM	ST	\$170,000	1.3
6 WLPA AM	SPRTS	\$150,000	1.2

NOTE: All of the listed FM's derive part of their revenue from outside the market.

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Shoes Ball Bearings Home Products Floor Coverings Clothing			Miller & Hartman	

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	95.0	<\$20: 16.2	12-to-24 21.1
Black:	3.2	\$20-\$49.9: 38.1	25-to-54 51.9
Amer. Indian:	0.1	\$50-\$99.9: 36.1	55-plus 27.0
Asian/Pac.Isl.:	1.7	\$100+: 9.7	Non High School Grad: 29.2
Hispanic: *	5.4		High School Grad: 38.8
			College 1-3 years: 15.1
			College 4+ years: 17.0

Viable Stations

WDAC-FM	WIOV-FM	WLAN-AM	WLAN-FM
WROZ-FM			

Colleges and Universities

	(# of Students)
Franklin and Marshall Coll.	1,833
Lancaster Bible Coll.	765
Thaddeus Stevens State School of Technology	473
Consolidated School of Business: Lancaster	206
Total Students (FT & PT)	3,277

Competitive Media

Major Over the Air Television
See Harrisburg

Major Daily Newspapers	AM	PM	Sun	Owner
Intelligencer Journal; Lancaster New Era; Sunday News	43,551	45,349	103,431	Steinman

Best Golf Courses

Lancaster CC

Weather Data

NO WEATHER DATA AVAILABLE
See Harrisburg for an approximation

Employment Breakdowns

By Industry		By Occupation		Unemployment	
1 Retail Trade	41,172 17.30%	Admin. Support/Clerical	32,858 13.81%	Jul 90:	4.1%
2 Manufac., Durables	36,009 15.13%	Precis. Produc./Craft/Repair	32,632 13.71%	Jul 91:	5%
3 Manufac., Non-Durables	26,522 11.15%	Professional	26,870 11.29%	Jul 92:	5.5%
4 Construction	18,667 7.84%	Svc., Exclud. Protective & HH	26,155 10.99%	Jul 93:	4.9%
5 Health Svcs.	17,632 7.41%	Sales	25,135 10.56%	Jul 94:	4.7%
6 Educational Svcs.	16,307 6.85%	Machine Oprs., Fab., Assemb. & Inspec.	25,000 10.51%	All of 1995	3.5%
7 Other Prof. Svcs.	12,979 5.45%	Exec., Admin. & Managerial	23,851 10.02%	All of 1996	3.3%
8 Fin., Ins. & Real Estate	1,594 12.28%	Handlers, Cleaners, Help., Laborers	13,978 5.87%	All of 1997	3.0%
9 Wholesale Trade	11,150 4.69%	Transportation & Moving	12,024 5.05%	All of 1998	2.9%
10 Agri., Forestry & Fisheries	11,048 4.64%	Farming, Forestry & Fishing	9,436 3.97%	All of 1999	2.7%
	632 0.27%				
Total Metro Employees					
Top 10 Total Employees	196,783				

Major Radio Station Sales

Major Radio Station Sales Since 1996

Year	Calls	From	To	Price	(E)
1996	WLAN-AF		Clear Channel	\$7,000,000	

www.duncanradio.com

Lansing

2000 ARB Rank:	115	2000 Revenue:	\$21,400,000	Manager's Market Ranking (current):	3.1
2000 MSA Rank:	117	Rev per Share Point:	\$297,222	Manager's Market Ranking (future):	3.5
2000 DMA Rank:	107	Population per Station:	28,600		
2000 Rev Rank:	94 of 173	2000 Revenue Change:	7.0%	Five-year revenue gain % (95-00):	44.6

Revenue History and Projections

	Radio Revenue History					Radio Revenue Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	14.8	15.7	16.5	19.0	20.0	21.4					
Yearly Growth Rate (95-00): 6.1% assigned											
Projected Revenue Estimates:							22.2	23.5	24.7	26.4	28.3
Revenue per Capita:	33.79	35.05	36.75	42.22	44.25	47.35					
Yearly Growth Rate (95-00): 5.3% assigned											
Projected Revenue per Capita:							49.12	51.99	54.65	58.41	62.61
Resulting Revenue Estimate:							23.2	24.6	25.9	27.6	29.6
Revenue as % of Retail Sales:	0.0037	0.0037	0.0037	0.0040	0.0039	0.0040					
Mean % (95-00) 0.0038											
Resulting Revenue Estimate:							20.6	21.1	21.5	22.0	22.4
MEAN REVENUE ESTIMATE:							22.0	23.1	24.0	25.3	26.8

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.438	0.448	0.449	0.450	0.452	0.452	0.452	0.452	0.452	0.452	0.452
Retail Sales (billions):	4.00	4.30	4.50	4.80	5.10	5.30	5.42	5.54	5.66	5.78	5.90

Market Profile

Below-the-Line Listening Shares:	6.4
Unlisted Station Listening:	21.6
Total Lost Listening:	28.0
Available Share Points:	72.0
Number of Viable Stations:	10.5
Average Share Points per Viable Station:	6.9
Rev. per Available Share Point:	\$297,222
Estimated Rev. for Mean Station:	\$2,050,832
Average HH Income:	\$48,100
Average Age:	34.5
Average Education:	12.8
Average Home Value:	\$64,500
Population Change (1999-2004):	0.0
Retail Sales Change (1999-2004):	13.3
Cable Penetration:	67.1
Number of Class B or C FMs:	6

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. Managers predict a 4% to 5% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$21,400,000	19.1	0.0040
Television	\$47,000,000	41.9	0.0089
Newspaper	\$36,000,000	32.1	0.0068
Outdoor	\$4,900,000	4.4	0.0009
Cable TV	\$2,900,000	2.6	0.0005
Media Totals:	\$112,200,000		0.0212

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Citadel: WFMK FM, WITL FM, WJIM FM, WJIM AM, WMMQ FM, WVFN AM	\$15,660,000	73.2
2 Rubber City Radio Group: WJXQ FM, WVIC FM, WWDX FM, WXIK FM	\$2,900,000	13.6
3 MacDonald Broadcasting Co.: WHZZ FM, WILS AM	\$2,120,000	9.9
4 Mid-Michigan, Inc.: WQHH FM, WXLA AM	\$740,000	3.5

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WFMK FM	AC	\$4,850,000	22.7
2 WITL FM	C	\$4,025,000	18.8
3 WMMQ FM	CL AOR	\$2,800,000	13.1
4 WJIM FM	O	\$2,600,000	12.1
5 WHZZ FM	CHR	\$1,800,000	8.4
6 WJXQ FM	AOR	\$1,700,000	7.9
7 WJIM AM	T	\$1,200,000	5.6
8 WWDX FM	AOR-NR	\$700,000	3.3
9 WQHH FM	B	\$600,000	2.8
10 WXIK FM	C	\$500,000	2.3
11 WILS AM	ST	\$320,000	1.5
12 WVFN AM	SPRTS	\$185,000	0.9
13 WXLA AM	B/O	\$140,000	0.7

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Government Automotive Iron and Steel Forgings			Dart Container Dawn Food Products	

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	88.7	<\$20: 19.9	12-to-24 26.7
Black:	7.8	\$20-\$49.9: 34.9	25-to-54 53.3
Amer. Indian:	0.6	\$50-\$99.9: 33.9	55-plus 20.1
Asian/Pac.Isl.:	2.8	\$100+:	11.2
Hispanic: *	5.1		

Viable Stations

WFMK-FM	WHZZ-FM	WILS-AM	WITL-FM
WJIM-AM	WJIM-FM	WJXQ-FM	WMMQ-FM
WQHH-FM	WWDX-FM	WXIK-FM	

Colleges and Universities

	(# of Students)
Michigan State U.	42,935
Lansing CC	8,621
Great Lakes Christian Coll.	139
Total Students (FT & PT)	51,695

Best Golf Courses

Weather Data

NO WEATHER DATA AVAILABLE
See Grand Rapids for an approximation

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WLNS-TV	Lansing	6	CBS	Young	
WILX-TV	Lansing	10	NBC	Benedek	
WKAR-TV	E. Lansing	23	PBS	MI St. U.	
WSYM-TV	Lansing	47	FOX	Journal Bcst. Gp.	
WLAJ-TV	Lansing	53	ABC	Freedom	

Major Daily Newspapers

	AM	PM	Sun	Owner
Lansing State Journal	69,602		90,895	Gannett Co. Inc.

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade 40,748 17.75%	Admin. Support/Clerical 41,594 18.12%	Jul 90: 6%
2 Educational Svcs. 32,175 14.02%	Professional 35,249 15.35%	Jul 91: 8.4%
3 Manufac., Durables 28,892 12.59%	Exec., Admin. & Managerial 28,083 12.23%	Jul 92: 5.9%
4 Public Administration 22,642 9.86%	Svc., Exclud. Protective & HH 27,622 12.03%	Jul 93: 5.3%
5 Health Svcs. 16,884 7.35%	Sales 25,568 11.14%	Jul 94: 4.3%
6 Other Prof. Svcs. 15,432 6.72%	Precis. Produc./Craft/Repair 22,440 9.77%	All of 1995 3.7%
7 Fin., Ins. & Real Estate 14,767 6.43%	Machine Oprs., Fab., Assemb. & Inspec. 14,159 6.17%	All of 1996 3.7%
8 Construction 10,017 4.36%	Technicians & Support 9,439 4.11%	All of 1997 3.0%
9 Business & Repair Svcs. 9,432 4.11%	Handlers, Cleaners, Help., Laborers 8,186 3.57%	All of 1998 3.2%
10 Wholesale Trade 7,373 3.21%	Transportation & Moving 7,678 3.34%	All of 1999 2.6%
Total Metro Employees 229,573		
Top 10 Total Employees 198,362 86.40%		

Major Radio Station Sales

Major Radio Station Sales Since 1992

Year	Calls	From	To	Price	(E)
1992	WIBM A/F		owners of WJXQ-F	\$2,500,000	
1992	WMMQ-F (Charlotte)		Goodrich	\$900,000	
1993	WJIM A/F	Double L	Liggett	\$3,500,000	
1993	WXMX-F (St. Johns)			\$550,000	
1995	WVFN, WVIC-F, WMMQ-F	Goodrich	WITL owner	\$4,500,000	
1995	WJIM A/F	Liggett	Jim Jensen	\$2,000,000	
1995	WXLA (Dimondale)		WQHH-F owner	\$225,000	
1995	WWDX-F		Regional (Patten)	\$1,375,000	
1996	WITL-F		Liggett	\$16,200,000	
1996	WJIM-AF	Jim Jensen	Liggett	\$2,200,000	
1996	WBHR-F, WJXQ-F, WWDX-F	Patten	62nd Street	\$14,000,000	
12/6/99	WFMK FM, WITL FM, WJIM AM, WJIM FM, WMMQ FM, WVFN AM	Liggett	Citadel	Group Transaction: \$120,500,000 in stock & cash	
5/15/00	WJXQ FM, WWDX FM, WXIK FM	62nd Street	Rubber City Radio		
12/1/00	WVIC FM	BB Broadcasting, Inc.	Rubber City Radio Group	\$600,000	

Las Vegas

2000 ARB Rank:	40	2000 Revenue:	\$80,000,000	Manager's Market Ranking (current):	4.6
2000 MSA Rank:	40	Rev per Share Point:	\$950,119	Manager's Market Ranking (future) :	4.2
2000 DMA Rank:	51	Population per Station:	45,883		
2000 Rev Rank:	36 of 173	2000 Revenue Change:	12.7%	Five-year revenue gain % (95-00):	110.5

Revenue History and Projections

	Radio Revenue History					Radio Revenue Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	38.0	44.7	52.7	63.0	71.0	80.0					
Yearly Growth Rate (95-00): 9.8% assigned											
Projected Revenue Estimates:							85.6	93.9	101.7	109.8	120.8
Revenue per Capita:	31.67	35.20	37.64	43.15	45.81	50.00					
Yearly Growth Rate (95-00): 6.7% assigned											
Projected Revenue per Capita:							51.88	55.24	58.11	61.00	65.30
Resulting Revenue Estimate:							89.6	98.3	106.5	115.0	126.5
Revenue as % of Retail Sales:	0.0031	0.0032	0.0034	0.0038	0.0038	0.0037					
Mean % (95-00) 0.0035											
Resulting Revenue Estimate:							81.7	88.5	95.3	102.1	108.9
MEAN REVENUE ESTIMATE:							85.6	93.6	101.2	108.9	118.7

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	1.200	1.270	1.400	1.460	1.550	1.600	1.650	1.700	1.750	1.800	1.850
Retail Sales (billions):	12.30	13.90	15.30	16.80	18.60	21.40	23.34	25.28	27.22	29.16	31.10

Market Profile

Below-the-Line Listening Shares:	0.0
Unlisted Station Listening:	15.8
Total Lost Listening:	15.8
Available Share Points:	84.2
Number of Viable Stations:	19.5
Average Share Points per Viable Station:	4.3
Rev. per Available Share Point:	\$950,119
Estimated Rev. for Mean Station:	\$4,085,512
Average HH Income:	\$43,823
Average Age:	39.2
Average Education:	12.1
Average Home Value:	\$93,300
Population Change (1999-2004):	16.1
Retail Sales Change (1999-2004):	56.8
Cable Penetration:	70.3
Number of Class B or C FMs:	13

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. KDWN, KNVV and a few other lower rated stations do not cooperate. Managers predict 8% to 10% revenue growth in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$80,000,000	23.3	0.0037
Television	\$144,000,000	41.9	0.0067
Newspaper	\$91,000,000	26.5	0.0043
Outdoor	\$18,000,000	5.2	0.0008
Cable TV	\$10,900,000	3.2	0.0005
Media Totals:	\$343,900,000		0.0161

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 CBS/Infinity: KLUC FM, KMXB FM, KMZQ FM, KSFN AM, KXNT AM, KXTE FM	\$30,551,000	38.2
2 Clear Channel: KFMS FM, KQOL FM, KSNE FM, KWNR FM	\$20,932,000	26.2
3 Lotus: KBAD AM, KENO AM, KOMP FM, KXPT FM	\$11,472,000	14.3
4 Beasley Broadcast Group: KJUL FM, KKLZ FM, KSTJ FM	\$10,760,000	13.5
5 Hispanic Broadcasting: KISF FM, KLSQ AM	\$3,743,000	4.7
6 Radio Nevada: KDWN AM	\$770,000	1.0
7 Entravision: KRRN FM	\$750,000	0.9
8 S & R Broadcasting, Inc.: KDOX AM	\$520,000	0.7
9 K-News Broadcasting, Inc.: KNUU AM	\$390,000	0.5
10 Carl J. Auel: KKVV AM	\$200,000	0.3

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KLUC FM	CHR	\$9,347,000	11.7
2 KMXB FM	AC/CHR	\$9,150,000	11.4
3 KWNR FM	C	\$7,731,000	9.7
4 KSNE FM	SAC	\$7,214,000	9.0
5 KOMP FM	AOR	\$6,047,000	7.6
6 KXTE FM	AOR-NR	\$5,695,000	7.1
7 KKLZ FM	CL AOR	\$4,769,000	6.0
8 KMZQ FM	AC	\$4,575,000	5.7
9 KXPT FM	CL HITS	\$4,425,000	5.5
10 KJUL FM	ST	\$3,991,000	5.0
11 KQOL FM	O	\$3,706,000	4.6
12 KISF FM	SP-R	\$3,203,000	4.0
13 KFMS FM	CHR	\$2,281,000	2.9
14 KSTJ FM	AC/CHR	\$2,000,000	2.5
15 KXNT AM	T	\$1,659,000	2.1
16 KDWN AM	T	\$770,000	1.0
17 KRRN FM	SP-C	\$750,000	0.9
18 KENO AM	SPRTS	\$600,000	0.8
19 KLSQ AM	SP	\$540,000	0.7
20 KDOX AM	SP-R	\$520,000	0.7
21 KBAD AM	SPRTS	\$400,000	0.5
22 KNUU AM	N/T	\$390,000	0.5
23 KKVV AM	REL	\$200,000	0.3
24 KSFN AM	O	\$125,000	0.2

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	82.9	\$64,851,000	(+14.9)
National:	17.1	\$13,357,000	(+5.6)

Commerce and Industry

Important Businesses and Industries

Tourism
Gambling
Military

Fortune 500 Companies

Park Place Entertainment 355
Harrah's Entertainment 470
MGM Mirage 496

Forbes 500 Companies

MGM Mirage
Park Place Entertainment

Forbes Largest Private Companies

Tang Industries

INC 500 Companies

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	84.5	<\$20: 19.3	12-to-24 19.3
Black:	9.4	\$20-\$49.9: 37.9	25-to-54 56.9
Amer. Indian:	1.2	\$50-\$99.9: 31.7	55-plus 23.8
Asian/Pac.Isl.:	4.9	\$100+: 11.1	Non High School Grad: 20.9
Hispanic: *	17.3		High School Grad: 32.3
			College 1-3 years: 32.5
			College 4+ years: 14.3

Viable Stations

KBAD-AM	KDOX-AM	KDWN-AM	KENO-AM
KFMS-FM	KISF-FM	KJUL-FM	KKLZ-FM
KLSQ-AM	KLUC-FM	KMXB-FM	KMZQ-FM
KNUU-AM	KOMP-FM	KQOL-FM	KRRN-FM
KSNE-FM	KSTJ-FM	KWNR-FM	KXNT-AM
KXPT-FM	KXTE-FM		

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KVBC	Las Vegas	3	NBC	Valley	
KVVU-TV	Henderson	5	FOX	Meredith	
KLAS-TV	Las Vegas	8	CBS	Landmark	
KLVX	Las Vegas	10	PBS	Clark Cty.	
KTNV-TV	Las Vegas	13	ABC	Journal Bcst. Gp.	
KINC	Las Vegas	15	UNI	Entravision	
KVWB	Las Vegas	21	WB	Sinclair	
KFBT	Las Vegas	33	IND	Sinclair	
KBLR	Paradise	39	TEL	Summit	
KVPX-LP	Las Vegas	59	PAX	Paxson	

Colleges and Universities

(# of Students)

U. of Nevada: Las Vegas	18,756
CC of Southern Nevada	11,103
Las Vegas Coll.	313
Total Students (FT & PT)	30,172

Major Daily Newspapers

	AM	PM	Sun	Owner
Las Vegas Review-Journal; Las Vegas Review-Journal & Las Vegas Sun	157,945	35,255	216,898	Donrey Media

Best Golf Courses

Desert Inn, Las Vegas CC, Canyon Gate, Spanish Trail, Shadow Creek, TPC at Summerlin

Weather Data

Elevation:	2162		
Annual Precipitation:	3.9 in.		
Annual Snowfall:	0.3 in.		
Average Windspeed:	8.9 (SW)		
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	55.7	103.9	79.2
Avg. Min. Temp:	32.6	75.3	52.4
Average Temp:	44.2	89.6	65.8

Employment Breakdowns

By Industry

1 Personal Svcs.	113,798	15.99%
2 Retail Trade	112,319	15.78%
3 Construction	70,570	9.91%
4 Entertain. & Rec. Svcs.	63,069	8.86%
5 Fin., Ins. & Real Estate	47,375	6.66%
6 Other Prof. Svcs.	37,890	5.32%
7 Health Svcs.	37,258	5.23%
8 Business & Repair Svcs.	36,330	5.10%
9 Educational Svcs.	35,454	4.98%
10 Public Administration	34,709	4.88%
Total Metro Employees	711,841	
Top 10 Total Employees	588,772	82.71%

By Occupation

Svc., Exclud. Protective & HH	142,921	20.08%
Admin. Support/Clerical	105,726	14.85%
Sales	93,401	13.12%
Exec., Admin. & Managerial	84,859	11.92%
Precis. Produc./Craft/Repair	84,319	11.85%
Professional	71,456	10.04%
Transportation & Moving	29,272	4.11%
Handlers, Cleaners, Help., Laborers	26,096	3.67%
Technicians & Support	22,069	3.10%
Protective Svc.	21,810	3.06%

Unemployment

Jul 89:	5.6%
Jul 90:	4.7%
Jul 91:	6.2%
Jul 92:	7.3%
Jul 93:	7.1%
All of 1995	5.5%
All of 1996	5.5%
All of 1997	4.1%
All of 1998	4.2%
All of 1999	4.4%

Las Vegas

Major Radio Station Sales

Major Radio Station Sales Since 1994

Year	Calls	From	To	Price	(E)
1994	KMTW, KKLZ-F50%		Pourtales	\$2,020,000	
1994	KRLV-F		Regent	\$5,750,000	
1994	KFMS A/F		Regent	\$7,750,000	
1995	KMTW, KKLZ-F		Max	\$4,600,000	
1995	KRRI-F (Boulder)		Amer. General	\$2,500,000	
1995	KMTW (1340)	Sold by Max		\$350,000	
1995	KMZQ-F	Commonwith	Crescent	\$11,000,000	
1995	KFBI-F (Pahrump)	Americom	Crescent	\$6,000,000	
1995	KRBO-F			\$2,500,000	
1996	KVEG		Crescent	\$1,800,000	
1996	KXNO, KLUC-F	Nationwide	Amer. Radio Sys.	\$11,000,000	
1996	KJMZ-F	Parker	Amer. Radio Sys.	\$8,000,000	
1996	KVEG, KFBI-F, KMZQ-F	Crescent	Amer. Radio Sys.	\$29,500,000	
1996	KWNR-F		Regent	\$20,000,000	
1996	KKDD	Sold by Regent		\$600,000	
1996	KFMS-F	Regent	Jacor	\$13,000,000	
1996	KSNE-F	Regent	Jacor	\$19,000,000	
1996	KWNR-F	Regent	Jacor	\$23,000,000	
1996	KKLZ-F	Max	Apogee	\$13,000,000	
1997	KQOL-F	Amer. General	Centennial	\$12,500,000	
1997	KJUL-F		Centennial	\$15,500,000	
1997	KLUC-F	Amer. Radio Sys.	CBS	\$26,000,000	
1997	KMXB-F	Amer. Radio Sys.	CBS	\$25,000,000	
1997	KMZQ-F	Amer. Radio Sys.	CBS	\$31,000,000	
1997	KXTE-F	Amer. Radio Sys.	CBS	\$13,000,000	
1997	KSFN(1140), KXNT(840)	Amer. Radio Sys.	CBS	\$6,000,000	
1998	KZTY (CP: 620)		KSBN owner (Spokane WA)	\$125,000	
1998	KNUU		Nevada Media Gp.	\$1,500,000	
1998	KKLZ-F	Apogee	Centennial	\$21,000,000	
1998	KVBC-F (50% interest)			\$150,000	
1998	KSNE-F, KQOL-F, KWNR-F,				
	KFMS-F	Jacor	Clear Channel		
3/5/99	KISF FM	Tobin	Heffel	\$20,300,000	
9/7/99	KLUK FM	H&R Broadcasting	MagMile Media, LLC	\$9,500,000 Plus KAAA, KZZZ, KFLG	
12/21/99	KVBC FM	Sunbelt Communications	EXCL	\$3,250,000	
1/31/00	KVBC FM	EXCL	Entravision	Group transaction: \$250,000,000	
6/5/00	KJUL FM, KKLZ FM, KSTJ FM	Centennial	Beasley		

2000 ARB Rank:	106	2000 Revenue:	\$25,000,000	Manager's Market Ranking (current):	3.0
2000 MSA Rank:	108	Rev per Share Point:	\$311,721	Manager's Market Ranking (future) :	3.1
2000 DMA Rank:	66	Population per Station:	20,311		
2000 Rev Rank:	80 of 173	2000 Revenue Change:	8.7%	Five-year revenue gain % (95-00):	47.1

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	17.0	18.0	19.6	21.1	23.0	25.0					
Yearly Growth Rate (95-00): 6.2% assigned											
Projected Revenue Estimates:							26.1	27.0	28.9	31.1	33.1
Revenue per Capita:	38.64	40.72	43.95	46.37	49.68	53.31					
Yearly Growth Rate (95-00): 5.9% assigned											
Projected Revenue per Capita:							54.95	56.13	59.34	63.21	66.47
Resulting Revenue Estimate:							27.3	28.3	30.3	32.6	34.7
Revenue as % of Retail Sales:	0.0034	0.0034	0.0036	0.0036	0.0037	0.0037					
Mean % (95-00) 0.0036											
Resulting Revenue Estimate:							25.6	27.0	28.4	29.9	31.3
MEAN REVENUE ESTIMATE:							26.3	27.4	29.2	31.2	33.0

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.440	0.442	0.446	0.455	0.463	0.469	0.475	0.481	0.487	0.492	0.498
Retail Sales (billions):	5.00	5.30	5.50	5.80	6.20	6.70	7.10	7.50	7.90	8.30	8.70

Market Profile

Below-the-Line Listening Shares:	5.8
Unlisted Station Listening:	14.0
Total Lost Listening:	19.8
Available Share Points:	80.2
Number of Viable Stations:	15.0
Average Share Points per Viable Station:	5.3
Rev. per Available Share Point:	\$311,721
Estimated Rev. for Mean Station:	\$1,652,121
Average HH Income:	\$42,404
Average Age:	35.5
Average Education:	11.8
Average Home Value:	\$69,000
Population Change (1999-2004):	6.3
Retail Sales Change (1999-2004):	33.9
Cable Penetration:	65.1
Number of Class B or C FMs:	6

Confidence Levels

2000 Revenue Estimates:	Below Normal
2001-to-2005 Revenue Estimates:	Below Normal

Comments: Market does not report revenue to an accountant but it should. Managers expect 4% to 7% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$25,000,000	17.5	0.0037
Television	\$57,000,000	39.9	0.0085
Newspaper	\$51,000,000	35.7	0.0076
Outdoor	\$5,200,000	3.6	0.0008
Cable TV	\$4,700,000	3.3	0.0007
Media Totals:	\$142,900,000		0.0213

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: WBUL FM, WKQQ FM, WLAP AM, WLKT FM, WMKJ FM, WMXL FM, WTKT AM	\$11,100,000	44.4
2 Cumulus Media: WLRO FM, WLTO FM, WVLK FM, WVLK AM, WXZZ FM	\$9,935,000	39.7
3 L.M. Communications, Inc.: WBTF FM, WCDA FM, WGKS FM, WLXG AM, WLXO FM	\$2,270,000	9.1
4 Mortenson: WCGW AM, WJMM FM, WSTL FM, WUGR AM	\$490,000	2.0

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WVLK FM	C	\$5,200,000	20.8
2 WMXL FM	AC/CHR	\$2,850,000	11.4
3 WBUL FM	C	\$2,650,000	10.6
4 WKQQ FM	AOR	\$2,600,000	10.4
5 WVLK AM	FS	\$2,500,000	10.0
6 WLKT FM	CHR	\$2,200,000	8.8
7 WGKS FM	AC	\$1,000,000	4.0
8 WXZZ FM	AOR-NR	\$870,000	3.5
9 WLRO FM	CL HITS	\$825,000	3.3
10 WBTF FM	B	\$660,000	2.6
11 WLTO FM	B/O	\$540,000	2.2
12 WJMM FM	REL	\$490,000	2.0
13 WLAP AM	T/SPRTS	\$450,000	1.8
14 WCDA FM	AC/CHR	\$390,000	1.6
15 WLXG AM	SPRTS	\$220,000	0.9
16 WTKT AM	ST	\$170,000	0.7

Lexington

Commerce and Industry

Important Businesses and Industries

Government
Tobacco
Agribusiness
Whiskey
Office Machines

Fortune 500 Companies

Lexmark International 437
Dillard's 218
Alltel 265

Forbes 500 Companies

Lexmark International

Forbes Largest Private Companies

INC 500 Companies

Software Information Systems
Systems Design Group

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	88.1	<\$20: 24.0	12-to-24 24.3
Black:	10.1	\$20-\$49.9: 34.0	25-to-54 53.7
Amer. Indian:	0.2	\$50-\$99.9: 30.2	55-plus 22.0
Asian/Pac. Isl.:	1.6	\$100+: 11.9	Non High School Grad: 25.2
Hispanic: *	1.2		High School Grad: 26.2
			College 1-3 years: 23.5
			College 4+ years: 25.0

Viable Stations

WBTF-FM	WBUL-FM	WCDA-FM	WGKS-FM
WJMM-FM	WKQQ-FM	WLAP-AM	WLKT-FM
WLRO-FM	WLTO-FM	WLXG-AM	WMKJ-FM
WMXL-FM	WVLK-AM	WVLC-FM	WXZZ-FM

Colleges and Universities

(# of Students)

U. of Kentucky	23,295
Eastern Kentucky U.	14,318
Lexington CC	5,618
Georgetown Coll.	1,638
Transylvania U.	1,064
Midway Coll.	974
Kentucky C of Business	901
Total Students (FT & PT)	47,808

Best Golf Courses

Champions GC, Lexington CC, Idle Hour CC, Kearney Hill

Weather Data

Elevation:	966
Annual Precipitation:	43.8 in.
Annual Snowfall:	15.6 in.
Average Windspeed:	9.7 (S)

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WLEX	Lexington	18	NBC	Cordillera	
WKYT-TV	Lexington	27	CBS	Gray	
WTVQ-TV	Lexington	36	ABC	Media General	
WKLE	Lexington	46	PBS	KY ETV	
WDKY-TV	Danville	56	FOX	Sinclair	
W62CL	Lexington	62	UPN		

Major Daily Newspapers

	AM	PM	Sun	Owner
Lexington Herald-Leader	111,906		155,003	Knight Ridder

Employment Breakdowns

By Industry

1 Retail Trade	41,746	17.83%
2 Educational Svcs.	28,535	12.19%
3 Manufac., Durables	27,205	11.62%
4 Health Svcs.	21,346	9.12%
5 Other Prof. Svcs.	14,317	6.11%
6 Fin., Ins. & Real Estate	13,336	5.69%
7 Construction	12,823	5.48%
8 Agri., Forestry & Fisheries	11,792	5.04%
9 Public Administration	10,155	4.34%
10 Manufac., Non-Durables	9,710	4.15%
Total Metro Employees	234,181	
Top 10 Total Employees	190,965	81.55%

By Occupation

Professional	37,529	16.03%
Admin. Support/Clerical	36,388	15.54%
Sales	28,799	12.30%
Exec., Admin. & Managerial	28,739	12.27%
Svc., Exclud. Protective & HH	26,561	11.34%
Precis. Produc./Craft/Repair	22,135	9.45%
Machine Oprs., Fab., Assemb. & Inspec.	13,886	5.93%
Farming, Forestry & Fishing	10,324	4.41%
Technicians & Support	9,676	4.13%
Transportation & Moving	7,864	3.36%

Unemployment

Jul 90:	3.1%
Jul 91:	4.9%
Jul 92:	4.3%
Jul 93:	4.2%
Jul 94:	3.3%
All of 1995	3.0%
All of 1996	2.8%
All of 1997	2.7%
All of 1998	2.2%
All of 1999	2.1%

Major Radio Station Sales

Major Radio Station Sales Since 1993

Year	Calls	From	To	Price	(E)
1994	WVLK A/F	Bluegrass	HMH Broadcasting	\$10,900,000	
1994	WBBE, WTKT-F (Georgetown)	Village		\$2,200,000	
1995	WJGG-F (104.5)		Newport	\$3,000,000	
1996	WLRO-F (Richmond)		Clark	\$2,000,000	
1996	WLAP, WMXL-F, WWYC-F	Trumper	Jacor	\$14,000,000	
1996	WTKT, WKQQ-F, WXZZ-F	Village	Jacor	\$22,000,000	
1997	WXZZ-F	Jacor	Regent	\$3,000,000	
1997	WLRO-F, WLTO-F	Clark	Regent	\$4,600,000	
1997	WXZZ-F	Regent	HMH Broadcasting	\$3,500,000	
1997	WLRO-F, WLTO-F	Regent	HMH Broadcasting	\$4,500,000	
1998	WNVL		Mortenson	\$150,000	
1998	WJMM-F	Mortenson	LM	\$3,350,000	
1998	WLAP/WKQQ-F/WLKT-F/WTKT/ WMXL-F/WBUL-F	Jacor	Clear Channel		
1998	WJYI-F		Blue Chip	\$1,265,000	
2/22/99	WMJR AM			\$583,000	
4/6/99	WEKY AM	Commonwealth Broadcasting	Wallingford Communications	with WKXO-AF, Berea: \$765,000	
4/7/99	WLRO FM, WLTO FM, WVLK AM, WVLK FM, WXZZ FM	HMH Broadcasting	Cumulus	\$44,500,000	
3/20/00	WBTF FM	WAHY-FM	Blue Chip		
3/22/00	WMST FM	Rodney Burbridge	Clear Channel	\$2,500,000	
4/4/00	WHIR FM	Hometown Broadcasting	Clear Channel	\$1,600,000	
2/12/01	WBTF FM, WLXO FM	Blue Chip Broadcasting	L.M. Communications, Inc.		

2000 ARB Rank:	172	2000 Revenue:	\$14,600,000	Manager's Market Ranking (current):	3.1
2000 MSA Rank:	185	Rev per Share Point:	\$221,548	Manager's Market Ranking (future) :	3.5
2000 DMA Rank:	101 (w/Central NE)	Population per Station:	16,525	12	
2000 Rev Rank:	129 of 173	2000 Revenue Change:	6.6%	Five-year revenue gain % (95-00):	41.7

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	10.3	11.0	12.1	12.9	13.7	14.6					
Yearly Growth Rate (95-00): 5.8% assigned											
Projected Revenue Estimates:							15.2	16.1	17.2	18.2	19.3
Revenue per Capita:	44.59	47.21	51.93	54.43	57.32	60.58					
Yearly Growth Rate (95-00): 4.2% assigned											
Projected Revenue per Capita:							62.55	65.71	69.64	72.80	76.59
Resulting Revenue Estimate:							15.9	16.9	18.0	19.1	20.2
Revenue as % of Retail Sales:	0.0043	0.0046	0.0048	0.0046	0.0046	0.0046					
Mean % (95-00) 0.0046											
Resulting Revenue Estimate:							15.8	16.9	18.0	19.1	20.2
MEAN REVENUE ESTIMATE:							15.6	16.6	17.7	18.8	19.9

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.231	0.233	0.233	0.237	0.239	0.241	0.243	0.245	0.247	0.250	0.252
Retail Sales (billions):	2.40	2.40	2.50	2.80	3.00	3.20	3.44	3.68	3.92	4.16	4.40

Market Profile

Below-the-Line Listening Shares:	17.4
Unlisted Station Listening:	16.7
Total Lost Listening:	34.1
Available Share Points:	65.9
Number of Viable Stations:	11.0
Average Share Points per Viable Station:	6.0
Rev. per Available Share Point:	\$221,548
Estimated Rev. for Mean Station:	\$1,329,288
Average HH Income:	\$53,133
Average Age:	34.0
Average Education:	13.3
Average Home Value:	\$62,200
Population Change (1999-2004):	4.6
Retail Sales Change (1999-2004):	38.7
Cable Penetration:	68.1
Number of Class B or C FMs:	7

Confidence Levels

2000 Revenue Estimates:	Below Normal
2001-to-2005 Revenue Estimates:	Below Normal

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$14,600,000	21.3	0.0046
Television	\$24,000,000	35.0	0.0075
Newspaper	\$24,400,000	35.6	0.0076
Outdoor	\$2,900,000	4.2	0.0009
Cable TV	\$2,700,000	3.9	0.0008
Media Totals:	\$68,600,000		0.0214

Note: Use Newspaper and Outdoor estimates with caution. TV revenue estimates exclude Hastings and Kearney which are part of the Lincoln DMA.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Three Eagles Communications: KFOR AM, KFRX FM, KLMS AM, KRKR FM	\$5,930,000	40.6
2 Clear Channel: KIBZ FM, KLSI FM, KTGL FM, KZKX FM	\$4,840,000	33.2
3 Triad: KBBK FM, KFGE FM, KKUL FM, KLIN AM	\$3,120,000	21.4

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KFOR AM	FS	\$2,800,000	19.2
2 KFRX FM	CHR	\$2,500,000	17.1
3 KZKX FM	C	\$1,750,000	12.0
4 KIBZ FM	AOR	\$1,500,000	10.3
5 KTGL FM	CL AOR	\$1,150,000	7.9
6 KLIN AM	T	\$1,100,000	7.5
7 KFGE FM	C	\$710,000	4.9
8 KBBK FM	AC	\$690,000	4.7
9 KKUL FM	O	\$620,000	4.2
10 KLSI FM	AC/NR	\$440,000	3.0
11 KRKR FM	AOR	\$430,000	2.9
12 KLMS AM	SPRTS	\$200,000	1.4

Lincoln

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Government Food Processing Research Agribusiness Rubber and Plastic Products				

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	94.1	<\$20: 18.7	12-to-24 25.0
Black:	2.5	\$20-\$49.9: 35.1	25-to-54 52.3
Amer. Indian:	0.8	\$50-\$99.9: 35.1	55-plus 22.7
Asian/Pac. Isl.:	2.7	\$100+:	11.1
Hispanic: *	3.8		
			Non High School Grad: 11.6
			High School Grad: 28.3
			College 1-3 years: 31.9
			College 4+ years: 28.2

Viable Stations

KBBK-FM	KFGE-FM	KFOR-AM	KFRX-FM
KIBZ-FM	KKUL-FM	KLIN-AM	KLMS-AM
KLSI-FM	KRKR-FM	KTGL-FM	KZKX-FM

Colleges and Universities

	(# of Students)
U. of Nebraska - Lincoln	22,351
Southeast CC: Lincoln Campus	2,740
Nebraska Wesleyan U.	1,682
Concordia U.	1,225
Southeast CC: Milford Campus	996
Southeast CC: Beatrice Campus	778
Union Coll.	683
Lincoln School of Commerce	406
Total Students (FT & PT)	30,861

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KHAS-TV	Hastings	5	NBC	Greater Neb.	
KLKN-TV	Lincoln	8	ABC	Citadel (Lombardo)	
KOLN	Lincoln	10	CBS	Gray	
KUON-TV	Lincoln	12	PBS	U. of NE	

Major Daily Newspapers

	AM	PM	Sun	Owner
Lincoln Journal Star	73,255		81,642	Lee Enterprises Inc.

Best Golf Courses

CC of Lincoln, Hillcrest, Fire Thorn

Weather Data

NO WEATHER DATA AVAILABLE
See Omaha for an approximation

Employment Breakdowns

By Industry			By Occupation			Unemployment	
1 Retail Trade	22,736	17.07%	Admin. Support/Clerical	23,587	17.71%	Jul 90:	2%
2 Educational Svcs.	15,442	11.59%	Professional	20,781	15.60%	Jul 91:	2.4%
3 Health Svcs.	10,633	7.98%	Exec., Admin. & Managerial	17,808	13.37%	Jul 92:	2.7%
4 Other Prof. Svcs.	10,593	7.95%	Svc., Exclud. Protective & HH	16,323	12.25%	Jul 93:	2.2%
5 Fin., Ins. & Real Estate	10,345	7.77%	Sales	15,414	11.57%	Jul 94:	2.9%
6 Manufac., Non-Durables	9,286	6.97%	Precis. Produc./Craft/Repair	12,496	9.38%	All of 1995	2.3%
7 Public Administration	8,936	6.71%	Machine Oprs., Fab., Assemb. & Inspec.	6,986	5.24%	All of 1996	2.6%
8 Manufac., Durables	8,284	6.22%	Technicians & Support	6,045	4.54%	All of 1997	2.2%
9 Construction	6,845	5.14%	Transportation & Moving	4,900	3.68%	All of 1998	2.3%
10 Business & Repair Svcs.	6,292	4.72%	Handlers, Cleaners, Help., Laborers	4,478	3.36%	All of 1999	2.4%
Total Metro Employees	133,211						
Top 10 Total Employees	109,392	82.12%					

Major Radio Station Sales

Major Radio Station Sales Since 1993

Year	Calls	From	To	Price	(E)
1993	KFMQ	Midwest Comm	Ray Lamb	\$200,000	
1993	KHAT		owners of KIBZ/KKNB-F		
1994	KFGE-F		Sold to owners KLIN, KEZG-F	\$450,000	
1995	KZKX-F, KTGL-F	Pourtales	Triathlon	\$8,500,000	
1995	KIBZ-F, KKNB-F		Triathlon	\$3,225,000	
1996	KUHG-F (98.1, Milford)		Warner	\$1,300,000	
1996	KMEM, KNET-F	Lamb	Rolland Johnson		
1996	KFOR, KFRX-F	Ed May	Rolland Johnson	\$5,300,000	
1997	KFGE-F	Bott	Warner	\$800,000	
1998	KKNB-F	Triathlon	Capstar	\$4,000,000	
1998	KZKX-F	Triathlon	Capstar	\$10,700,000	
1998	KIBZ-F	Triathlon	Capstar	\$2,800,000	
1998	KTGL-F	Triathlon	Capstar	\$7,300,000	
11/16/99	KEZG FM, KFGE FM, KKUL FM, KLIN AM, KWBE AM	Warner Enterprises	Triad	\$12,000,000	

2000 ARB Rank:	83	2000 Revenue:	\$26,400,000	Manager's Market Ranking (current):	3.3
2000 MSA Rank:	92	Rev per Share Point:	\$292,683	Manager's Market Ranking (future) :	3.0
2000 DMA Rank:	57	Population per Station:	17,196		
2000 Rev Rank:	78 of 173	2000 Revenue Change:	2.3%	Five-year revenue gain % (95-00):	50.9

Revenue History and Projections

	Radio Revenue History						Radio Revenue Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	17.5	18.5	20.2	21.2	25.8	26.4					
Yearly Growth Rate (95-00): 7.0% assigned											
Projected Revenue Estimates:							27.6	29.2	31.2	33.7	36.3
Revenue per Capita:	32.05	33.45	36.46	37.79	45.75	46.48					
Yearly Growth Rate (95-00): 5.5% assigned											
Projected Revenue per Capita:							48.25	50.69	53.79	57.61	61.63
Resulting Revenue Estimate:							28.9	30.6	32.7	35.3	38.0
Revenue as % of Retail Sales:	0.0029	0.0029	0.0031	0.0031	0.0035	0.0033					
Mean % (95-00) 0.0031											
Resulting Revenue Estimate:							25.5	26.6	27.7	28.7	29.8
MEAN REVENUE ESTIMATE:							27.3	28.8	30.5	32.6	34.7

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.546	0.553	0.554	0.561	0.564	0.568	0.572	0.576	0.580	0.585	0.589
Retail Sales (billions):	6.10	6.30	6.60	6.90	7.30	7.90	8.24	8.58	8.92	9.26	9.60

Market Profile

Below-the-Line Listening Shares:	0.6
Unlisted Station Listening:	9.2
Total Lost Listening:	9.8
Available Share Points:	90.2
Number of Viable Stations:	17.0
Average Share Points per Viable Station:	5.3
Rev. per Available Share Point:	\$292,683
Estimated Rev. for Mean Station:	\$1,551,220
Average HH Income:	\$44,784
Average Age:	35.2
Average Education:	12.1
Average Home Value:	\$59,700
Population Change (1999-2004):	3.7
Retail Sales Change (1999-2004):	26.8
Cable Penetration:	61.2
Number of Class B or C FMs:	12

Confidence Levels

2000 Revenue Estimates:
2001-to-2005 Revenue Estimates:

Comments: Market reports revenue to Miller, Kaplan. Viable stations except KYFX-F now report. Managers expect 5% to 6% revenue growth in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$26,400,000	16.1	0.0033
Television	\$70,000,000	42.7	0.0089
Newspaper	\$57,500,000	35.1	0.0073
Outdoor	\$5,700,000	3.5	0.0007
Cable TV	\$4,300,000	2.6	0.0005
Media Totals:	\$163,900,000		0.0207

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

		Combined Revenue	Revenue Share
1	Clear Channel: KDDK FM, KMJX FM, KOLL FM, KQAR FM, KSSN FM	\$11,290,000	42.8
2	Citadel: KAAV AM, KARN AM, KARN FM, KIPR FM, KKRN FM, KLAL FM, KLIH AM, KOKY FM, KURB FM, KVLO FM	\$9,105,000	34.5
3	Signal Media, Inc.: KABZ FM, KKPT FM	\$2,950,000	11.2
4	Kaleidoscope Radio, LLC: KHTE FM, KLEC FM, KLEC AM	\$1,800,000	6.8
5	NameLoc Broadcasting: KYFX FM	\$700,000	2.7
6	Flinn Broadcasting: KDRE FM, KWLR FM	\$250,000	0.9

Highest Billing Stations

Calls	Format	Revenue	Pct.
1	KSSN FM	\$4,200,000	15.9
2	KMJX FM	\$3,850,000	14.6
3	KARN AF	\$2,800,000	10.6
4	KIPR FM	\$2,300,000	8.7
5	KKPT FM	\$2,100,000	8.0
6	KURB FM	\$2,000,000	7.6
7	KLEC AF	\$1,500,000	5.7
8	KOLL FM	\$1,400,000	5.3
9	KQAR FM	\$1,130,000	4.3
10	KABZ FM	\$850,000	3.2
11	KYFX FM	\$700,000	2.7
12	KLAL FM	\$695,000	2.6
13	KDDK FM	\$690,000	2.6
14	KVLO FM	\$580,000	2.2
15	KLIH AF	\$420,000	1.6
16	KAAV AM	\$310,000	1.2
17	KHTE FM	\$300,000	1.1
18	KDRE FM	\$250,000	0.9

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	87.1	\$22,541,000	(+4.1)
National:	12.9	\$3,324,000	(-11.4)

Little Rock

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Agribusiness Textiles Metalworking Government Watches, Clocks		Alltel Dillard's		

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	77.6	<\$20: 22.1	12-to-24 21.9
Black:	21.2	\$20-\$49.9: 36.6	25-to-54 54.1
Amer. Indian:	0.3	\$50-\$99.9: 31.1	55-plus 24.0
Asian/Pac. Isl.:	0.9	\$100+: 10.1	Non High School Grad: 22.6
Hispanic: *	2.1		High School Grad: 30.7
			College 1-3 years: 25.7
			College 4+ years: 21.0

Viabile Stations

KAAY-AM	KABZ-FM	KARN-AF	KDDK-FM
KDRE-FM	KHTE-FM	KIPR-FM	KKPT-FM
KLAL-FM	KLEC-AF	KLIH-AF	KMJX-FM
KOKY-FM	KOLL-FM	KQAR-FM	KSSN-FM
KURB-FM	KVLO-FM	KYFX-FM	

Competitive Media

Major Over the Air Television Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KETS	Little Rock	2	PBS	AR ETV	
KARK-TV	Little Rock	4	NBC	Morris	
KATV	Little Rock	7	ABC	Allbritton	
KTHV	Little Rock	11	CBS	Gannett	
KLRT	Little Rock	16	FOX	Clear Channel	
KKYK-LP	Little Rock	22	WB	Equity	
KVTN	Pine Bluff	25	IND	Agape	
KASN	Pine Bluff	38	UPN	Clear Channel	
KYPX	Little Rock	42	PAX	Equity	

Major Daily Newspapers

	AM	PM	Sun	Owner
Arkansas Democrat-Gazette	175,145		276,110	Wehco Media Inc.

Colleges and Universities

	(# of Students)
U. of Arkansas at Little Rock	10,541
U. of Central Arkansas	8,710
U. of Arkansas at Pine Bluff	2,953
U. of Arkansas for Medical Sciences	1,304
Hendrix Coll.	1,047
Philander Smith Coll.	918
U. of Arkansas for Medical Sciences (and more)	527
Total Students (FT & PT)	26,544

Best Golf Courses

Pleasant Valley CC, Little Rock CC, Chenal CC

Weather Data

Elevation:		257
Annual Precipitation:		48.2 in.
Annual Snowfall:		5.3 in.
Average Windspeed:	8.2 (SW)	
	JAN	JUL
Avg. Max. Temp:	50.1	92.6
Avg. Min. Temp:	28.9	70.1
Average Temp:	39.5	81.4
		TOTAL YR.
		72.6
		49.3
		61.0

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade 47,974 17.86%	Admin. Support/Clerical 45,448 16.92%	Jul 90: 6.7%
2 Health Svcs. 30,260 11.26%	Professional 38,518 14.34%	Jul 91: 7.1%
3 Manufac., Durables 22,087 8.22%	Sales 36,861 13.72%	Jul 92: 6.3%
4 Educational Svcs. 20,784 7.74%	Exec., Admin. & Managerial 33,868 12.61%	Jul 93: 4.7%
5 Fin., Ins. & Real Estate 19,048 7.09%	Precis. Produc./Craft/Repair 29,076 10.82%	Jul 94: 4.3%
6 Other Prof. Svcs. 17,203 6.40%	Svc., Exclud. Protective & HH 27,706 10.31%	All of 1995 3.6%
7 Manufac., Non-Durables 16,452 6.12%	Machine Oprs., Fab., Assemb. & Inspec. 16,741 6.23%	All of 1996 3.8%
8 Construction 16,328 6.08%	Transportation & Moving 12,147 4.52%	All of 1997 4.0%
9 Public Administration 15,100 5.62%	Handlers, Cleaners, Help., Laborers 10,308 3.84%	All of 1998 4.0%
10 Transportation 13,422 5.00%	Technicians & Support 9,769 3.64%	All of 1999 3.2%
Total Metro Employees 268,671		
Top 10 Total Employees 218,658 81.39%		

Major Radio Station Sales

Major Radio Station Sales Since 1994

Year	Calls	From	To	Price	(E)
1994	KOLL-F	So. Starr	Multimarket	\$1,800,000	
1995	KMJX-F, KDDK-F		Ragan Henry	\$10,000,000	
1996	KOLL-F	Multimarket	Triathlon	\$4,000,000	
1996	KSSN-F	So. Skies	Triathlon	\$14,000,000	
1996	KMVK-F	So. Skies	Triathlon	\$2,500,000	
1996	KDDK-F	Ragan Henry	Clear Channel	\$7,000,000	
1996	KMJX-F	Ragan Henry	Clear Channel	\$8,000,000	
1996	KPAL		KARN owner	\$50,000	
1996	KLPQ-F		KARN owner	\$820,000	
1996	KBBL-F		KARN owner	\$184,000	
1996	KGHT		Gary Acker	\$338,000	
1997	KMVK-F, KOLL-F, KSSN-F	Triathlon	Clear Channel	\$20,000,000	
1997	KESR-F		Citadel	\$3,300,000	
1997	KIPR-F		Citadel	\$10,300,000	
1997	KARN-AF		Citadel	\$7,000,000	
1997	KRNN, KKRN-F		Citadel	\$1,700,000	
1997	KMZX-F (106.3: Lonoke)	Sold by Willis		\$1,300,000	
1997	KYTN-F		Citadel	\$1,500,000	
1997	KEZQ, KLVO-F, KURB-F	GHB	Citadel	\$12,000,000	
1998	KAAY	Beasley	Citadel	\$5,000,000	
1998	KRNN (1380)	Citadel		\$200,000	
1998	KBBL			\$75,000	

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2000 ARB Rank: 2	2000 Revenue: \$914,000,000	Manager's Market Ranking (current): 4.9
2000 MSA Rank: 1	Rev per Share Point: \$10,481,651	Manager's Market Ranking (future) : 4.7
2000 DMA Rank: 2	Population per Station: 215,577	
2000 Rev Rank: 1 of 173	2000 Revenue Change: 15.7%	48
		Five-year revenue gain % (95-00): 84.6

Revenue History and Projections

	Radio Revenue History						Radio Revenue Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	495.0	526.0	582.9	648.4	790.0	914.0					
Yearly Growth Rate (95-00): 7.1% assigned											
Projected Revenue Estimates:							960.0	1046.1	1151.6	1231.2	1329.0
Revenue per Capita:	39.29	41.09	45.54	49.12	58.96	67.40					
Yearly Growth Rate (95-00): 6.0% assigned											
Projected Revenue per Capita:							69.97	75.37	82.02	86.70	92.55
Resulting Revenue Estimate:							1005.1	1095.3	1205.7	1289.1	1391.5
Revenue as % of Retail Sales:	0.0040	0.0042	0.0046	0.0049	0.0057	0.0061					
Mean % (95-00) 0.0049											
Resulting Revenue Estimate:							777.1	819.3	861.4	903.6	945.7
MEAN REVENUE ESTIMATE:							914.1	986.9	1072.9	1141.3	1222.1

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	12.600	12.800	12.800	13.200	13.400	13.560	13.720	13.880	14.040	14.200	14.360
Retail Sales (billions):	122.40	125.00	127.50	131.10	138.50	150.00	158.60	167.20	175.80	184.40	193.00

Market Profile

Below-the-Line Listening Shares:	1.0
Unlisted Station Listening:	11.8
Total Lost Listening:	12.8
Available Share Points:	87.2
Number of Viable Stations:	31.0
Average Share Points per Viable Station:	2.8
Rev. per Available Share Point:	\$10,481,651
Estimated Rev. for Mean Station:	\$29,348,623
Average HH Income:	\$48,239
Average Age:	33.8
Average Education:	12.0
Average Home Value:	\$234,600
Population Change (1999-2004):	6.0
Retail Sales Change (1999-2004):	33.1
Cable Penetration:	64.2
Number of Class B or C FMs:	18

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. Many stations with significant revenues do not participate including KRCD-F, KJLH-F, KMZT-F, KHJ, KBUE-F (M/K probably makes an estimate for KBUE), KACD-F and others. Managers expect a 6% to 8% revenue gain in 2001. A 9.4% revenue gain in 2001 would put the market over a billion dollars.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$914,000,000	20.0	0.0061
Television	\$1,920,000,000	42.0	0.0128
Newspaper	\$1,485,000,000	32.5	0.0099
Outdoor	\$155,000,000	3.4	0.0010
Cable TV	\$99,000,000	2.2	0.0007
Media Totals:	\$4,573,000,000		0.0305

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 CBS/Infinity: KCBS FM, KFVB AM, KLSX FM, KNX AM, KRLA AM, KROQ FM, KRTH FM, KTWV FM	\$292,400,000	32.0
2 Clear Channel: KACD AM, KBIG FM, KCMG FM, KFI AM, KIIS FM, KLAC AM, KOST FM, KXTA AM, KYSR FM	\$277,800,000	30.4
3 Hispanic Broadcasting: KLVE FM, KRCD FM, KRCV FM, KSCA FM, KTNQ AM	\$81,700,000	8.9
4 Emmis: KPWR FM, KZLA FM	\$61,950,000	6.8
5 ABC Inc.: KABC AM, KDIS AM, KLOS FM	\$57,100,000	6.2
6 Radio One: KKBT FM	\$33,700,000	3.7
7 Liberman Broadcasting, Inc.: KBUA FM, KBUE FM, KHJ AM, KVNAR AM, KWIZ FM	\$22,000,000	2.4
8 Spanish Broadcasting System: KLAX FM, KMJR FM	\$21,700,000	2.4
9 Entravision: KACD FM, KBCD FM, KSSE FM	\$16,500,000	1.8
10 Mount Wilson FM Broadcasters: KJAZ AM, KKGO AM, KMZT FM	\$9,800,000	1.1
11 Lotus: KIRN AM, KWKU AM, KWKW AM	\$6,400,000	0.7
12 Salem: KFSS FM, KIEV AM, KKLA FM, KLTX AM, KXMX AM	\$5,900,000	0.6
13 Big City Radio: KLYY FM	\$5,000,000	0.5
14 TAXI Productions: KJLH FM	\$4,600,000	0.5
15 Radio Unica: KBLA AM	\$2,900,000	0.3
16 Foursquare Broadcasting: KFSG FM	\$1,700,000	0.2

Highest Billing Stations

Calls	Format	Revenue	Pct.	Calls	Format	Revenue	Pct.
1 KIIS FM	CHR	\$66,500,000	7.3	21 KABC AM	T	\$18,400,000	2.0
2 KROQ FM	AOR-NR	\$49,200,000	5.4	22 KZLA FM	C	\$16,400,000	1.8
3 KTWV FM	J	\$46,000,000	5.0	23 KBUE FF	SP-R	\$14,500,000	1.6
4 KPWR FM	CHR/U	\$45,550,000	5.0	24 KSSE FF	SP-C	\$11,500,000	1.3
5 KLSX FM	T	\$42,800,000	4.7	25 KMZT FM	CL	\$9,800,000	1.1
6 KOST FM	AC	\$42,000,000	4.6	26 KTNQ AM	SP-NT	\$7,800,000	0.9
7 KYSR FM	AC/CHR	\$41,700,000	4.6	27 KWKW AM	SP-NT	\$6,400,000	0.7
8 KCBS FM	CL AOR	\$40,100,000	4.4	28 KLYY FM	SP-C	\$5,000,000	0.5
9 KNX AM	N	\$38,600,000	4.2	29 KLAC AM	ST	\$4,700,000	0.5
10 KRTH FM	O	\$37,300,000	4.1	30 KJLH FM	B/AC	\$4,600,000	0.5
11 KLVE FM	SP	\$36,800,000	4.0	31 KHJ AM	SP-R	\$4,300,000	0.5
12 KLOS FM	AOR	\$36,700,000	4.0	32 KWIZ FM	SP	\$3,200,000	0.4
13 KBIG FM	AC	\$36,300,000	4.0	33 KBLA AM	SP-NT	\$2,900,000	0.3
14 KFVB AM	N	\$35,900,000	3.9	34 KRCV FF	SP	\$2,800,000	0.3
15 KFI AM	T	\$35,000,000	3.8	35 KRLA AM	T	\$2,500,000	0.3
16 KSCA FM	SP-R	\$34,300,000	3.8	36 KXMX AM	E	\$2,200,000	0.2
17 KKBT FM	B	\$33,700,000	3.7	37 KDIS AM	KIDS	\$2,000,000	0.2
18 KCMG FM	B/O	\$27,600,000	3.0	38 KIEV AM	T	\$1,900,000	0.2
19 KXTA AM	SPRST	\$24,000,000	2.6	39 KKLA FM	REL	\$1,800,000	0.2
20 KLAX FM	SP-R	\$21,700,000	2.4	40 KFSG FM	REL	\$1,700,000	0.2

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	75.2	\$646,422,000	(+17.8)
National:	24.8	\$213,218,000	(+8.7)

Los Angeles

Commerce and Industry

Important Businesses and Industries

Aerospace
Financial
Entertainment
Tourism
Construction
Automotive
Petrochemicals
Electronics
Food Processing

Fortune 500 Companies

Walt Disney 67
Bergen Brunswig 103
Occidental Petroleum 133
Edison International 164
PacifiCare Health Systems 169
Fluor 175
Computer Sciences 200
Unocal 207
Health Net 209
Northrop Grumman 232
Rockwell International 256
Mattel 319
Litton Industries 320
Pacific Life Insurance 354
Dole Food 362
(and more)

Forbes 500 Companies

Allergan
Amgen
Avery Dennison
Bergen Brunswig
Broadcom
Computer Sciences
Edison International
Gemstar-TV Guide Intl
Hilton Hotels
Ingram Micro
Mattel
National Semiconductor
Northrop Grumman
Occidental Petroleum
PacifiCare Health Systems
Unocal (and more)

Forbes Largest Private Companies

Aecom Technology
A-Mark Financial
American Golf
Capital Group of Companies
Consolidated Electrical Distributors
Earle M Jorgensen
El Camino Resources
Freedom Communications
Golden State Foods
JF Shea
Kingston Technology
Latham & Watkins
Leiner Health Products Group
New Age Electronics
Pacific Holding (and more)

INC 500 Companies

Adexa
Alliance Capital
Avalon Building Maintenance
CUShopper
DeskTalk Systems
Dynalink Systems
Edgewise Media Services
eLabor.com
Encore Software
HighMark
iBASeT
IRIS
Laxmi Group
Line 6
Linksys
Market Scan Info. Sys. (and more)

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	74.6	<\$20: 21.1	12-to-24 22.8
Black:	11.2	\$20-\$49.9: 33.5	25-to-54 55.9
Amer. Indian:	0.6	\$50-\$99.9: 30.2	55-plus 21.3
Asian/Pac.Isl.:	13.7	\$100+: 15.2	Non High School Grad: 29.3
Hispanic: *	44.9		High School Grad: 20.7
			College 1-3 years: 27.2
			College 4+ years: 22.7

Viable Stations

KABC-AM	KACD-FM	KBIG-FM	KBLA-AM
KBUE-FF	KCBS-FM	KCMG-FM	KDIS-AM
KFI-AM	KFWB-AM	KHJ-AM	KIIS-FM
KJLH-FM	KKBT-FM	KLAC-AM	KLAX-FM
KLOS-FM	KLXS-FM	KLVE-FM	KLYY-FM
KMZT-FM	KNX-AM	KOST-FM	KPWR-FM
KRCV-FF	KRLA-AM	KROQ-FM	KRTH-FM
KSCA-FM	KSSE-FF	KTNQ-AM	KTWV-FM
KWKW-AM	KXTA-AM	KYSR-FM	KZLA-FM

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KCBS-TV	Los Angeles	2	CBS	CBS	
KNBC-TV	Los Angeles	4	NBC	NBC	
KTLA-TV	Los Angeles	5	WB	Tribune	
KABC-TV	Los Angeles	7	ABC	ABC	
KCAL-TV	Los Angeles	9	IND	Young	
KTTV	Los Angeles	11	FOX	Fox	
KCOP	Los Angeles	13	UPN	KCOP	
KSCI	Long Beach	18	IND	AMG Intermediate	
KWHY-TV	Los Angeles	22	SPN	Harriscope	
KCET	Los Angeles	28	PBS	Comm.TV SO Cal.	
KPXN	San Bernardino	30	PAX	Paxson	
KMEX-TV	Los Angeles	34	UNI	Univision	
KHSC	Ontario	46	IND	USA	
KOCE-TV	Huntington Bch.	50		Coast Comm. Col.	
KVEA	Corona	52	TEL	Telemundo	
KDOC-TV	Anaheim	56	IND	Golden Orange	
KJLA-TV	Ventura	57	IND	Costa de Oro	
KLCS	Los Angeles	58		LA School Dist.	
KRCA	Riverside	62	IND	Lieberman	

Colleges and Universities

(# of Students)

U. of California: Los Angeles	35,796
California State U.: Long Beach	28,637
Santa Ana Coll.	24,776
Long Beach City Coll.	23,974
Pasadena City Coll.	22,967
Orange Coast Coll.	22,383
California State U.: Los Angeles (and more)	19,172
Total Students (FT & PT)	351,447

Best Golf Courses

Los Angeles CC, Riviera, Sherwood CC, Bel Air

Weather Data

Elevation:	270		
Annual Precipitation:	14.8		
Annual Snowfall:	0		
Average Windspeed:	6.2 (W)		
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	66.5	82.9	74.3
Avg. Min. Temp:	46.8	63.5	55.3
Average Temp:	46.8	63.5	55.3

Major Daily Newspapers

	AM	PM	Sun	Owner
Los Angeles Times	1,078,186		1,362,195	Tribune Co.
Orange County Register	358,754		418,929	Freedom Communications Inc.
La Opinion (Spanish)	107,897		67,576	Ignacio Lozano

Employment Breakdowns

By Industry

1 Retail Trade	688,583	15.38%
2 Manufac., Durables	592,193	13.22%
3 Fin., Ins. & Real Estate	353,261	7.89%
4 Health Svcs.	324,184	7.24%
5 Manufac., Non-Durables	319,954	7.14%
6 Other Prof. Svcs.	317,905	7.10%
7 Educational Svcs.	305,719	6.83%
8 Business & Repair Svcs.	278,672	6.22%
9 Construction	262,464	5.86%
10 Wholesale Trade	227,191	5.07%
Total Metro Employees	4,478,093	
Top 10 Total Employees	3,670,126	81.96%

By Occupation

Admin. Support/Clerical	780,974	17.44%
Professional	651,188	14.54%
Exec., Admin. & Managerial	601,101	13.42%
Sales	522,577	11.67%
Precis. Produc./Craft/Repair	492,386	11.00%
Svc., Exclud. Protective & HH	424,908	9.49%
Machine Oprs., Fab., Assemb. & Inspec.	356,841	7.97%
Handlers, Cleaners, Help., Laborers	173,674	3.88%
Technicians & Support	152,979	3.42%
Transportation & Moving	150,457	3.36%

Unemployment

Jul 91:	8.6%
Jul 92:	11.2%
Jul 93:	9.5%
Jul 94:	10%
All of 1995	7.9%
All of 1996	8.2%
All of 1997	6.8%
All of 1998	6.5%
All of 1999	5.9%
All of 2000	5.4%

Major Radio Station Sales

Major Radio Station Sales Since 1994

Year	Calls	From	To	Price	(E)
1994	KACE-F (Inglewood)	All Pro	Cox	\$11,500,000	
1994	KALI	United	Way	\$5,750,000	
1994	KNAC-F	Keymarket	Lieberman	\$13,000,000	
1994	KMGX-F (SanFernando)	Buckley	KFOX owner	\$4,500,000	
1995	KBLA (Santa Monica)	Keymarket	River City	\$4,700,000	
1995	KYMS-F (Santa Ana)		Way	\$9,100,000	
1995	KLAC, KZLA-F	Shamrock	Chancellor	\$85,000,000	
1995	KABC, KMPC, KLOS-F	Cap Cities/ABC	Disney/ABC	\$184,000,000	
1995	KNX, KCBS-F	CBS	Westinghouse	\$126,000,000	
1995	KTSJ (1220)(Pomona)		Douglas	\$875,000	
1995	KMAX-F, KBAX-F, KAXX-F, KWIZ-F (Suburban & Exsuburban LA)	Douglas	Odyssey	\$32,000,000	
1995	KGFJ		Douglas	\$5,500,000	
1996	KBLA (Santa Monica)	River City	Sinclair TV		
1996	KROQ-F	Infinity	Westinghouse	\$294,000,000	
1996	KRTH-F	Infinity	Westinghouse	\$312,000,000	
1996	KWIZ-F (Santa Ana)	Odyssey	Lieberman	\$11,200,000	
1996	KIIS-AF	Gannett	Jacor	\$205,000,000	
1996	KYKF-F (San Fernando)		Lieberman	\$10,800,000	
1996	KSCA-F	Golden West	Heffel	\$113,000,000	
1997	KRTO-F	El Dorado	Cox	\$20,000,000	
1997	KXMG	SBS	One-on-One	\$17,000,000	
1997	Evergreen (KKBT-F)	Merged into Chancellor			
1997	KYSR-F	Viacom	Chancellor	\$200,000,000	
1997	KIBB-F	Viacom	Chancellor	\$150,000,000	
1997	KRLA, KLSX-F	Traded From Bonneville	to Westinghouse WMMR-Phila.; WBOS,WOAZ-Boston		
1997	KBIG-F	Traded by Bonneville	Chancellor KZLA-F plus others		
1998	KYPA/KWPA	Douglas	Multicultural		
1998	KAZN		Multicultural	\$12,000,000	
1998	KPLS	Children's	Catholic		
1998	KIEV		Salem	\$30,400,000	
1998	KBLA (1580)	Sinclair Bcst Gp	Radio Unica	\$21,000,000	
1998	KRRA (900; W. Covina)	El Dorado	Multicultural	\$9,000,000	
1998	KMNY (1600; Pomona)		Multicultural	\$7,550,000	
1998	KORG/KEZY-F (Anaheim)	ML Media	Jacor	\$30,100,000	
1998	KBET (1220; Sta. Clarita)		Jacor	\$3,000,000	
1998	KACD-F/KBCD-F		Jacor	\$67,000,000	
1998	KACD-F/KORG/KBET/KBCD-F/ KIIS-F/KXTA/KEZY-F	Jacor	Clear Channel		
8/30/99	KFI AM, KOST FM	Cox Radio	AMFM		Trade for 13 stations
10/18/99	KACE FM, KRTO FM	Cox Radio	Hispanic	\$75,000,000	
12/10/99	KWPA AM	Multicultural	Lotus	\$750,000	
1/31/00	KSSE FM	EXCL	Entravision		Group transaction: \$250,000,000
2/2/00	KFOX FM, KREA FM	Chagal Communications	Rodriguez	\$67,000,000	
3/6/00	KEZY AM, KXFX FM	Clear Channel	Salem		AMFM/CCU divestiture.\$185,600,000
3/6/00	KACD FM, KBCD FM	Clear Channel	Entravision		AMFM/CCU divestiture. w KBCD: \$85,000,000
3/13/00	KKBT FM	AMFM	Radio One		KKBT moves to 100.3. AMFM/CCU divestiture.
4/14/00	KGXL AM	Mount Wilson	Chagal Communications	\$30,000,000	
5/8/00	KFOX FM, KREA FM	Rodriguez Communications	Spanish Broadcst		
6/22/00	KZLA FM	Bonneville	Emmis		
11/15/00	KRLA AM	CBS/Infinity	ABC Inc.	\$65,000,000	MVP
12/4/00	KMPC AM	One-On-One Sports Stations	Sporting News Radio Network	\$65,000,000	
3/13/01	KFSG FM	Int'l. Church of the Foursquare	Spanish Broadcasting System	\$250,000,000	

Louisville

2000 ARB Rank:	53	2000 Revenue:	\$53,900,000	Manager's Market Ranking (current):	3.2
2000 MSA Rank:	62	Rev per Share Point:	\$619,540	Manager's Market Ranking (future):	3.4
2000 DMA Rank:	48	Population per Station:	33,285	26	
2000 Rev Rank:	47 of 173	2000 Revenue Change:	9.3%	Five-year revenue gain % (95-00):	65.8

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	32.5	34.9	39.8	46.9	49.3	53.9					
Yearly Growth Rate (95-00): 6.3% assigned											
Projected Revenue Estimates:							55.9	59.4	63.6	67.4	72.8
Revenue per Capita:	32.80	35.08	39.92	46.90	48.81	53.05					
Yearly Growth Rate (95-00): 5.5% assigned											
Projected Revenue per Capita:							54.70	57.78	61.51	64.81	69.60
Resulting Revenue Estimate:							58.5	62.2	66.6	70.6	76.2
Revenue as % of Retail Sales:	0.0033	0.0035	0.0038	0.0042	0.0040	0.0041					
Mean % (95-00) 0.0038											
Resulting Revenue Estimate:							52.6	55.4	58.2	61.0	63.8
MEAN REVENUE ESTIMATE:							55.7	59.0	62.8	66.3	71.0

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.991	0.995	0.997	1.000	1.010	1.016	1.022	1.028	1.034	1.040	1.046
Retail Sales (billions):	9.80	10.00	10.40	11.10	12.20	13.10	13.84	14.58	15.32	16.06	16.80

Market Profile

Below-the-Line Listening Shares:	0.0
Unlisted Station Listening:	13.0
Total Lost Listening:	13.0
Available Share Points:	87.0
Number of Viable Stations:	15.0
Average Share Points per Viable Station:	5.8
Rev. per Available Share Point:	\$619,540
Estimated Rev. for Mean Station:	\$3,593,332
Average HH Income:	\$44,430
Average Age:	36.4
Average Education:	11.7
Average Home Value:	\$56,100
Population Change (1999-2004):	3.0
Retail Sales Change (1999-2004):	31.6
Cable Penetration:	64.3
Number of Class B or C FMs:	7

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports to Miller, Kaplan and all but a couple of low-rated stations cooperate. Managers predict 3% to 5% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$53,900,000	18.4	0.0041
Television	\$110,000,000	37.6	0.0084
Newspaper	\$108,000,000	36.9	0.0082
Outdoor	\$14,000,000	4.8	0.0011
Cable TV	\$7,000,000	2.4	0.0005
Media Totals:	\$292,900,000		0.0224

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: WAMZ FM, WHAS AM, WKJK AM, WQMF FM, WTFX FM, WWKY AM, WYBL FM, WZTR FM	\$27,900,000	51.8
2 Cox Radio: WMHX FM, WRKA FM, WSFR FM, WVEZ FM	\$12,440,000	23.0
3 Blue Chip Broadcasting: WBLO FM, WDJX FM, WGZB FM, WLRS FM, WMJM FM, WULV FM	\$10,775,000	20.0
4 Mortenson: WLLV AM, WLOU AM, WXLN AM	\$705,000	1.3
5 Salem: WFIA AM, WGTK AM, WLSY FM, WRVI FM	\$530,000	1.0
6 Susquehanna: WAVG AM	\$350,000	0.6
7 Jefferson Broadcasting Co.: WTMT AM	\$340,000	0.6

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WHAS AM	FS/T	\$10,390,000	19.3
2 WAMZ FM	C	\$10,100,000	18.7
3 WDJX FM	CHR	\$6,060,000	11.2
4 WVEZ FM	SAC	\$5,200,000	9.6
5 WSFR FM	CL HITS	\$3,900,000	7.2
6 WRKA FM	O	\$2,700,000	5.0
7 WGZB FM	B	\$2,640,000	4.9
8 WQMF FM	CL AOR	\$2,540,000	4.7
9 WTFX FM	AOR	\$2,370,000	4.4
10 WZTR FM	AC/NR	\$930,000	1.7
11 WMHX FM	AC/CHR	\$738,000	1.4
12 WWKY AM	T	\$650,000	1.2
13 WULV FM	SAC	\$630,000	1.2
14 WKJK AM	ST	\$590,000	1.1
15 WFIA AM	REL	\$530,000	1.0
16 WMJM FM	B/O	\$525,000	1.0
17 WBLO FM	B	\$520,000	1.0
18 WLOU AM	B/G	\$405,000	0.8
19 WLRS FM	AOR-NR	\$400,000	0.7
20 WAVG AM	C/O	\$350,000	0.6
21 WTMT AM	SPRTS	\$340,000	0.6
22 WYBL FM	C	\$330,000	0.6
23 WXLN AM	REL	\$300,000	0.6

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	83.0	\$43,745,000	(+10.0)
National:	17.0	\$8,943,000	(+6.5)

Commerce and Industry

Important Businesses and Industries

Appliances
Farm Equipment
Tobacco
Distilling
Automotive
Synthetic Rubber

Fortune 500 Companies

Humana 179
Tricon Global Restaurants 263

Forbes 500 Companies

Humana
Tricon Global Restaurants

Forbes Largest Private Companies

American Commercial Lines

INC 500 Companies

APB Energy
First Residential Mort. Network
MedVenture Technology

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	85.9	<\$20: 23.1	12-to-24 20.0
Black:	13.0	\$20-\$49.9: 36.1	25-to-54 53.8
Amer. Indian:	0.2	\$50-\$99.9: 30.6	55-plus 26.2
Asian/Pac.Isl.:	0.9	\$100+: 10.1	Non High School Grad: 25.9
Hispanic: *	0.9		High School Grad: 32.4
			College 1-3 years: 24.1
			College 4+ years: 17.6

Viable Stations

WAMZ-FM	WBLO-FM	WDJX-FM	WGZB-FM
WHAS-AM	WKJK-AM	WLOU-AM	WLRS-FM
WMHX-FM	WMJM-FM	WQMF-FM	WRKA-FM
WSFR-FM	WTFX-FM	WTMT-AM	WULV-FM
WVEZ-FM	WWKY-AM	WYBL-FM	WZTR-FM

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WAVE	Louisville	3	NBC	Cosmos	
WHAS-TV	Louisville	11	ABC	Belo	
WKPE-TV	Louisville	15	PBS	KY ETV	
WBNA	Louisville	21	PAX	Word	Paxson
WLKY-TV	Louisville	32	CBS	Hearst-Argyle	
WDRB-TV	Louisville	41	FOX	Block	
WFTE dence	Salem	58	UPN	Kentuckiana	Indepen-

Major Daily Newspapers

	AM	PM	Sun	Owner
The Courier-Journal	227,117		299,463	Gannett Co. Inc.

Colleges and Universities

(# of Students)

U. of Louisville	18,579
Jefferson CC	10,200
Indiana U. Southeast	5,276
Bellarmine Coll.	2,219
Spalding U.	1,492
Louisville Technical Inst.	574
RETS Electronic Inst.	362
Mid-America C of Funeral Service	97
Total Students (FT & PT)	38,799

Best Golf Courses

Valhalla, Hurstbourne CC, Hunting Creek, Persimmon Ridge

Weather Data

Elevation:	477		
Annual Precipitation:	42.9 in.		
Annual Snowfall:	17.3 in.		
Average Windspeed:	8.4 (S)		
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	42.0	87.3	65.9
Avg. Min. Temp:	24.5	66.4	45.3
Average Temp:	33.3	76.9	55.6

Employment Breakdowns

By Industry

1 Retail Trade	87,496	17.88%
2 Manufac., Durables	56,328	11.51%
3 Health Svcs.	44,920	9.18%
4 Manufac., Non-Durables	40,425	8.26%
5 Educational Svcs.	36,896	7.54%
6 Fin., Ins. & Real Estate	35,527	7.26%
7 Other Prof. Svcs.	29,582	6.05%
8 Construction	28,468	5.82%
9 Transportation	25,975	5.31%
10 Business & Repair Svcs.	23,186	4.74%
Total Metro Employees	489,279	
Top 10 Total Employees	408,803	83.55%

By Occupation

Admin. Support/Clerical	82,164	16.79%
Professional	62,757	12.83%
Sales	61,469	12.56%
Exec., Admin. & Managerial	56,872	11.62%
Precis. Produc./Craft/Repair	56,797	11.61%
Svc., Exclud. Protective & HH	53,467	10.93%
Machine Oprs., Fab., Assemb. & Inspec.	39,391	8.05%
Handlers, Cleaners, Help., Laborers	21,913	4.48%
Transportation & Moving	21,678	4.43%
Technicians & Support	17,546	3.59%

Unemployment

Jul 90:	4%
Jul 91:	5.6%
Jul 92:	5.6%
Jul 93:	4.8%
Jul 94:	4.5%
All of 1995	4.4%
All of 1996	4.4%
All of 1997	4.1%
All of 1998	3.3%
All of 1999	3.4%

Louisville

Major Radio Station Sales

Major Radio Station Sales Since 1993

Year	Calls	From	To	Price	(E)
1993	WWKY, WVEZ-F	Wilks-Schwartz	Prism	\$6,375,000	
1993	WTFX-F	Joyner	Prism	\$3,300,000	
1993	WSLM-F (Salem)		Clear Channel/Snowden	\$2,400,000	
1993	WLLV			\$375,000	
1994	WDJX A/F	Amer. Radio Sys.	Regent	\$5,500,000	
1994	WFIA		Regent	\$500,000	
1994	WQLL-F			\$1,700,000	
1994	WLRS-F	Beck-Ross	Liberty	\$2,700,000	
1994	WHKW-F (Corydon)		Regent	\$2,600,000	
1995	WQNF-F (Valley Stn)		WQMF owner	\$600,000	
1995	FM CP (94.7)		WRKA owner	\$1,040,000	
1995	WLOU			\$265,000	
1995	WLRS-F		Turned over to Jim Champlain		
1995	WGZB-F, WLSY-F		Blue Chip	\$7,300,000	
1995	WRKA-F, 94.7		Cox	\$8,500,000	
1996	WWKY	Prism	SFX	\$500,000	
1996	WTFX-F	Prism	SFX	\$6,400,000	
1996	WVEZ-F	Prism	SFX	\$10,400,000	
1996	WWKY/WTFX-F	SFX	Clear Channel	\$6,500,000	
1996	WVEZ-F	SFX	Regent	\$12,600,000	
1996	WXNU-F	Otting	Cox	\$2,500,000	
1996	WHKW (1080)	Regent	Clear Channel	\$1,000,000	
1996	WLLV		Mortenson	\$650,000	
1996	WFIA	Regent	Jacor	\$1,000,000	
1996	WDJX-F	Regent	Jacor	\$11,000,000	
1996	WSFR-F	Regent	Jacor	\$5,000,000	
1996	WQMF-F	Otting	Clear Channel	\$13,500,000	
1997	WLRS-F	Champlain	Jacor	\$5,700,000	
1998	WLKY (970)	Pulitzer	Hearst-Argyle	\$1,300,000	
1998	WSFR-F/WLRS-F/WVEZ-F/ WFIA/WDJX-F	Jacor	Clear Channel		
2/11/99	WDJX FM, WFIA AM, WLRS FM	Jacor	Blue Chip	Group: \$40,000,000	
2/11/99	WSFR FM, WVEZ FM	Jacor	Cox Radio		
2/22/99	WNAI AM	Gore-Overgaard	Word	\$820,000	
3/9/99	WLSY FM, WRVI FM	Cox Radio	Trust		
4/28/99	WLSY FM, WRVI FM	Cox Radio	Salem	\$5,000,000	
6/1/99	WXLN FM	Cross Country	Thin Man, Inc.		
7/26/99	WMHX FM	Owen Company	Cox Radio	\$1,770,000 Plus assumption of liabilities	
10/25/99	WXLN FM	Cross Country	Blue Chip	\$2,000,000	
2/10/00	WTMT AM	Jefferson Bcstg.	Cross Country Commun.	\$1,100,000	
6/15/00	WLKY AM	Hearst-Argyle	Truth Broadcasting		
9/13/00	WLKY AM	Truth Broadcasting	Salem		
12/21/00	WFIA AM	Blue Chip Broadcasting	Salem	\$1,875,000	
1/22/01	WXLN AM	Cross Country	Mortenson	\$600,000	
2/8/01	WBLO FM	New Albany Broadcasting Co., Inc.	Radio One		
2/8/01	WDJX FM, WGZB FM, WLRS FM,				
	WMJM FM, WULV FM	Blue Chip Broadcasting	Radio One		
2/28/01	WAVG AM	Sunnyside Communications, Inc.	Susquehanna Radio Corp.	\$3,400,000	

2000 ARB Rank:	177	2000 Revenue:	\$12,700,000	Manager's Market Ranking (current):	2.8
2000 MSA Rank:	190	Rev per Share Point:	\$137,143	Manager's Market Ranking (future):	2.8
2000 DMA Rank:	147	Population per Station:	10,567	18	
2000 Rev Rank:	143 of 173	2000 Revenue Change:	5.8%	Five-year revenue gain % (95-00):	60.8

Revenue History and Projections

	Radio Revenue History						Radio Revenue Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	7.9	8.5	9.9	10.7	12.0	12.7					
Yearly Growth Rate (95-00): 5.8% assigned											
Projected Revenue Estimates:							13.2	14.0	14.9	15.9	17.0
Revenue per Capita:	33.76	36.33	42.13	45.92	50.85	54.04					
Yearly Growth Rate (95-00): 5.0% assigned											
Projected Revenue per Capita:							56.41	60.09	64.22	69.43	74.56
Resulting Revenue Estimate:							13.8	14.7	15.6	16.6	17.8
Revenue as % of Retail Sales:	0.0029	0.0030	0.0033	0.0035	0.0036	0.0036					
Mean % (95-00) 0.0033											
Resulting Revenue Estimate:							12.0	12.5	12.9	13.4	13.9
MEAN REVENUE ESTIMATE:							13.0	13.7	14.5	15.3	16.2

Population and Demographic Estimates

	Historic						Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.234	0.234	0.235	0.233	0.236	0.235	0.234	0.233	0.232	0.229	0.228
Retail Sales (billions):	2.70	2.80	3.00	3.10	3.30	3.50	3.64	3.78	3.92	4.06	4.20

Market Profile

Below-the-Line Listening Shares:	2.0
Unlisted Station Listening:	10.5
Total Lost Listening:	12.5
Available Share Points:	87.5
Number of Viable Stations:	12.5
Average Share Points per Viable Station:	7.0
Rev. per Available Share Point:	\$137,143
Estimated Rev. for Mean Station:	\$960,001
Average HH Income:	\$35,549
Average Age:	31.8
Average Education:	12.4
Average Home Value:	\$54,500
Population Change (1999-2004):	-3.0
Retail Sales Change (1999-2004):	23.0
Cable Penetration:	60.1
Number of Class B or C FMs:	9

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market now reports revenue to Miller, Kaplan. KRBL-F and some lower-rated staitons do not cooperate. Managers expect 3% to 5% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$12,700,000	18.7	0.0036
Television	\$26,200,000	38.6	0.0075
Newspaper	\$23,600,000	34.8	0.0067
Outdoor	\$2,900,000	4.3	0.0008
Cable TV	\$2,400,000	3.5	0.0007
Media Totals:	\$67,800,000		0.0194

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: KFMX FM, KFYO AM, KKAM AM, KKCL FM, KQBR FM, KZII FM	\$5,490,000	45.8
2 NextMedia: KLLL FM, KMMX FM, KONE FM	\$3,886,000	32.4
3 Ramar Communications, Inc.: KJTV AM, KXTQ FM	\$902,000	7.5
4 KLZK, Inc.: KLZK FM	\$636,000	5.3
5 Williams Broadcasting Group: KJAK FM	\$400,000	3.3
6 Triumph Communications, Inc.: KRBL FM	\$390,000	3.3
7 Barton Broadcasting Co.: KEJS FM	\$200,000	1.7

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KLLL FM	C	\$3,030,000	25.3
2 KZII FM	CHR	\$1,870,000	15.6
3 KFMX FM	AOR	\$1,260,000	10.5
4 KKCL FM	O	\$1,120,000	9.3
5 KXTQ AF	SP-TJ	\$902,000	7.5
6 KLZK FM	CHR/U	\$636,000	5.3
7 KQBR FM	C	\$610,000	5.1
8 KMMX FM	AC/CHR	\$486,000	4.1
9 KJAK FM	REL	\$400,000	3.3
10 KRBL FM	C	\$390,000	3.3
11 KONE FM	CL AOR	\$370,000	3.1
12 KFYO AM	T	\$340,000	2.8
13 KKAM AM	SPRTS	\$290,000	2.4
14 KEJS FM	SP-TJ	\$200,000	1.7

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	81.4	\$9,409,000	(+6.7)
National:	18.6	\$2,151,000	(+4.9)

Lubbock

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Agriculture Cottonseed Oil Meat Packing Electronics			United Supermarkets	

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	89.2	<\$20: 28.5	12-to-24 28.0
Black:	8.5	\$20-\$49.9: 37.3	25-to-54 49.7
Amer. Indian:	0.4	\$50-\$99.9: 25.7	55-plus 22.3
Asian/Pac. Isl.:	1.9	\$100+:	8.4
Hispanic: *	29.1		

Viable Stations

KEJS-FM	KFMX-FM	KFYO-AM	KJAK-FM
KKAM-AM	KKCL-FM	KLLL-FM	KLZK-FM
KMMX-FM	KONE-FM	KQBR-FM	KRBL-FM
KXTQ-AF	KZII-FM		

Colleges and Universities

	(# of Students)
Texas Tech U.	24,158
Lubbock Christian U.	1,327
Total Students (FT & PT)	25,485

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KTXT-TV	Lubbock	5	PBS	TX Tech	
KCBD-TV	Lubbock	11	NBC	Cosmos	
KLBK-TV	Lubbock	13	CBS	Quorum	
KUPT-LP	Lubbock	22	UPN	Woods	
KAMC	Lubbock	28	ABC	VHR	Quorum
KJTV	Lubbock	34	FOX	Ramar	
KXTQ-LP	Lubbock	46	TEL	Ramar	
KBZO	Lubbock	51	UNI	Entravision	

Best Golf Courses

Lubbock CC, Hillcrest CC

Weather Data

NO WEATHER DATA AVAILABLE
See Amarillo for an approximation

Major Daily Newspapers

	AM	PM	Sun	Owner
Lubbock Avalanche-Journal	58,952		68,466	Morris Communications Corp.

Employment Breakdowns

By Industry		By Occupation		Unemployment	
1 Retail Trade	21,573 20.10%	Admin. Support/Clerical	17,170 15.99%	Jul 90:	5.5%
2 Educational Svcs.	14,929 13.91%	Professional	16,762 15.61%	Jul 91:	6.3%
3 Health Svcs.	11,483 10.70%	Sales	14,988 13.96%	Jul 92:	6.7%
4 Other Prof. Svcs.	7,182 6.69%	Svc., Exclud. Protective & HH	13,582 12.65%	Jul 93:	6%
5 Wholesale Trade	6,314 5.88%	Exec., Admin. & Managerial	12,298 11.46%	Jul 94:	5.2%
6 Fin., Ins. & Real Estate	6,212 5.79%	Precis. Produc./Craft/Repair	10,525 9.80%	All of 1995	4.0%
7 Construction	5,476 5.10%	Technicians & Support	4,717 4.39%	All of 1996	3.9%
8 Manufac., Durables	5,390 5.02%	Transportation & Moving	4,304 4.01%	All of 1997	3.9%
9 Business & Repair Svcs.	5,079 4.73%	Machine Oprs., Fab., Assemb. & Inspec.	4,195 3.91%	All of 1998	3.4%
10 Public Administration	4,294 4.00%	Handlers, Cleaners, Help., Laborers	3,614 3.37%	All of 1999	2.9%
Total Metro Employees	107,348				
Top 10 Total Employees	87,932	81.91%			

Major Radio Station Sales

Major Radio Station Sales Since 1993

Year	Calls	From	To	Price	(E)
1993	KXTQ, KKIK-F			\$363,000	
1993	KJBX, KRLB-F	receivership	Sonance	\$760,000	
1994	KJBX			\$75,000	
1994	KONE-F	Sold by Lotus		\$700,000	
1997	KMMX-F, KONE-F	Dowdy	Pinnacle	\$4,000,000	
1997	Gulfstar stations merged into Capstar				
1997	KKCL-F	Amer. General	Capstar	\$3,150,000	
1998	KLLL (1590)			\$150,000	
8/26/99	KBZO AM	Paisano Communications	Entravision Holdings	\$2,300,000	
2/14/00	KLLL FM, KMMX FM, KONE FM	Pinnacle	NextMedia		
				Group transaction:	\$75,000,000

2000 ARB Rank:	147	2000 Revenue:	\$13,000,000	Manager's Market Ranking (current):	3.4
2000 MSA Rank:	158	Rev per Share Point:	\$153,664	Manager's Market Ranking (future) :	3.8
2000 DMA Rank:	121	Population per Station:	14,328		
2000 Rev Rank:	141 of 173	2000 Revenue Change:	4.0%	Five-year revenue gain % (95-00):	31.3

Revenue History and Projections

	Radio Revenue History						Radio Revenue Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	9.9	10.7	10.8	11.4	12.5	13.0					
Yearly Growth Rate (95-00): 5.5% assigned											
Projected Revenue Estimates:							13.5	14.3	15.3	16.3	17.4
Revenue per Capita:	31.53	33.86	33.86	35.40	38.58	39.88					
Yearly Growth Rate (95-00): 4.9% assigned											
Projected Revenue per Capita:							41.16	43.33	46.08	48.51	51.48
Resulting Revenue Estimate:							14.1	15.0	16.0	17.1	18.2
Revenue as % of Retail Sales:	0.0035	0.0036	0.0035	0.0035	0.0035	0.0034					
Mean % (95-00) 0.0035											
Resulting Revenue Estimate:							13.7	14.0	14.4	14.7	15.1
MEAN REVENUE ESTIMATE:							13.8	14.4	15.2	16.0	16.9

Population and Demographic Estimates

	Historic						Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.314	0.316	0.319	0.322	0.324	0.326	0.328	0.330	0.332	0.336	0.338
Retail Sales (billions):	2.80	3.00	3.10	3.30	3.60	3.80	3.90	4.00	4.10	4.20	4.30

Market Profile

Below-the-Line Listening Shares:	2.7
Unlisted Station Listening:	12.7
Total Lost Listening:	15.4
Available Share Points:	84.6
Number of Viable Stations:	12.0
Average Share Points per Viable Station:	7.1
Rev. per Available Share Point:	\$153,664
Estimated Rev. for Mean Station:	\$1,091,014
Average HH Income:	\$36,821
Average Age:	34.2
Average Education:	11.5
Average Home Value:	\$59,700
Population Change (1999-2004):	3.7
Retail Sales Change (1999-2004):	16.7
Cable Penetration:	66.3
Number of Class B or C FMs:	6

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market does not report revenue to any accountant. Managers expect 1% to 3% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$13,000,000	18.0	0.0034
Television	\$25,700,000	35.6	0.0068
Newspaper	\$26,800,000	37.1	0.0071
Outdoor	\$3,600,000	5.0	0.0009
Cable TV	\$3,100,000	4.3	0.0008
Media Totals:	\$72,200,000		0.0190

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 U.S. Broadcasting, LP: WAYS FM, WDDO AM, WDEN AM, WDEN FM, WMAC AM, WMGB FM, WMKS FM, WPEZ FM	\$7,770,000	59.8
2 Clear Channel: WIBB FM, WLCG AM, WLCG FM, WQBZ FM, WRBV FM, WRNC AM, WRNC FM	\$3,800,000	29.2
3 Roberts Communications, Inc.: WFXM FM, WQMJ FM, WXJO AM, WXKO AM	\$590,000	4.5
4 Radio Perry, Inc.: WPGA AM, WPGA FM	\$190,000	1.5
5 David A. Rodgers: WBML AM	\$130,000	1.0

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WDEN AF	C	\$3,000,000	23.1
2 WPEZ FM	AC	\$2,100,000	16.2
3 WIBB FM	B	\$1,500,000	11.5
4 WQBZ FM	AOR	\$1,250,000	9.6
5 WMGB FM	CHR	\$1,100,000	8.5
6 WAYS FM	O	\$600,000	4.6
7 WMAC AM	T	\$550,000	4.2
8 WRBV FM	B/AC	\$450,000	3.5
9 WFXM FM	B	\$420,000	3.2
10 WMKS FM	CL AOR	\$220,000	1.7
11 WLCG AM	B/G	\$210,000	1.6
12 WLCG FM	B/G	\$210,000	1.6
13 WDDO AM	B/G	\$200,000	1.5
14 WPGA FM	AC/CHR	\$190,000	1.5
15 WRNC AF	C	\$180,000	1.4
16 WXKO AA	B/G	\$170,000	1.3
17 WBML AM	REL	\$130,000	1.0

Macon

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Chemicals Lumber Paper Clothing				

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	58.8	<\$20: 26.9	12-to-24 22.4
Black:	39.8	\$20-\$49.9: 36.9	25-to-54 53.9
Amer. Indian:	0.2	\$50-\$99.9: 28.4	55-plus 23.7
Asian/Pac. Isl.:	1.2	\$100+:	7.8
Hispanic: *	1.9		

Viable Stations

WAYS-FM	WDDO-AM	WDEN-AF	WFXM-FM
WIBB-FM	WLCG-FM	WMAC-AM	WMGB-FM
WMKS-FM	WPEZ-FM	WPGA-FM	WQBZ-FM
WRBV-FM	WXKO-AA		

Colleges and Universities

	(# of Students)
Mercer U.	6,836
Macon State Coll.	3,429
Fort Valley State U.	2,681
Middle Georgia Coll.	1,867
Wesleyan Coll.	550
Total Students (FT & PT)	19,363

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WMAZ-TV	Macon	13	CBS	Gannett	
WGXA	Macon	24	FOX	GOCOM	
WDCO-TV	Cochran	29	PBS	GA PTV	
WMGT	Macon	41	NBC	Morris	
WPGA	Perry	58	ABC	Register	
WGNM	Macon	64	UPN	Macon Urban	

Best Golf Courses

River North CC, Idle Hour CC

Weather Data

NO WEATHER DATA AVAILABLE
See Atlanta for an approximation

Major Daily Newspapers

	AM	PM	Sun	Owner
The Macon Telegraph	67,124		95,146	Knight Ridder

Employment Breakdowns

By Industry			By Occupation			Unemployment		
1 Retail Trade	25,680	17.44%	Admin. Support/Clerical	23,881	16.22%	Jul 90:	5.1%	
2 Public Administration	19,844	13.48%	Precis. Produc./Craft/Repair	19,673	13.36%	Jul 91:	4.6%	
3 Health Svcs.	12,994	8.82%	Professional	19,449	13.21%	Jul 92:	6.3%	
4 Educational Svcs.	11,912	8.09%	Sales	17,726	12.04%	Jul 93:	5.1%	
5 Manufac., Non-Durables	11,440	7.77%	Exec., Admin. & Managerial	17,168	11.66%	Jul 94:	9%	
6 Manufac., Durables	11,071	7.52%	Svc., Exclud. Protective & HH	15,672	10.64%	All of 1995	5.0%	
7 Fin., Ins. & Real Estate	8,889	6.04%	Machine Oprs., Fab., Assemb. & Inspec.	9,861	6.70%	All of 1996	4.8%	
8 Construction	8,097	5.50%	Technicians & Support	6,377	4.33%	All of 1997	4.8%	
9 Other Prof. Svcs.	7,576	5.14%	Transportation & Moving	6,002	4.08%	All of 1998	5.2%	
10 Transportation	6,009	4.08%	Handlers, Cleaners, Help., Laborers	5,821	3.95%	All of 1999	4.7%	
Total Metro Employees	147,255							
Top 10 Total Employees	123,512	83.88%						

Major Radio Station Sales

Major Radio Station Sales Since 1992

Year	Calls	From	To	Price	(E)
1992	WIBB, WKXX-F	Sold by Woodfin		\$1,000,000	
1993	WMGB-F (Jefferson)		owners of WDDO/WPEZ-F	\$800,000	
1994	WNEX			\$175,000	
1994	WXKO, WFXM-F	Woodfin	WPGA owner	\$700,000	
1995	WRCC A/F	Sold by Timm	Edward Taylor	\$500,000	
1995	WMAZ, WAYS-F	Multimedia	Gannett	\$5,000,000	
1996	WMAZ, WAYS-F	Gannett	Eddie Esserman	\$1,500,000	
1996	WDDO, WMGB-F, WPEZ-F		Magic	\$7,250,000	
1996	WWIQ-F (Gray)	S. Taylor	Ed Taylor	\$1,600,000	
1996	WYIQ-F (Warner-Robins)		Ed Taylor	\$500,000	
1997	WMWR, WAYS-F	Esserman	Magic	\$4,700,000	
1997	WXKO, WFXM-F		Sold to WBNM, WALJ-F owner	\$550,000	
1997	WMKS-F		Magic	\$1,225,000	
1997	WBNM, WALJ-F, WXKO, WFXM-F		Mike Roberts	\$1,100,000	
1998	AM CP (1670)		Taylor		
9/14/00	WIBB FM, WLCG AM, WLCG FM, WQBZ FM, WRBV FM, WRNC AM, WRNC FM	Taylor Broadcasting	Clear Channel		Media Svcs

2000 ARB Rank:	120	2000 Revenue:	\$30,400,000	Manager's Market Ranking (current):	4.0
2000 MSA Rank:	123	Rev per Share Point:	\$380,000	Manager's Market Ranking (future) :	3.2
2000 DMA Rank:	84	Population per Station:	17,385		
2000 Rev Rank:	67 of 173	2000 Revenue Change:	9.7%	Five-year revenue gain % (95-00):	60.8

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	18.9	20.4	22.2	24.6	27.7	30.4					
Yearly Growth Rate (95-00): 6.7% assigned											
Projected Revenue Estimates:							31.6	33.7	35.7	38.7	40.9
Revenue per Capita:	47.37	50.75	54.55	59.56	66.27	72.04					
Yearly Growth Rate (95-00): 5.6% assigned											
Projected Revenue per Capita:							74.18	78.37	82.26	88.56	92.74
Resulting Revenue Estimate:							33.1	35.3	37.4	40.5	42.8
Revenue as % of Retail Sales:	0.0037	0.0038	0.0040	0.0041	0.0043	0.0044					
Mean % (95-00) 0.0041											
Resulting Revenue Estimate:							30.4	32.6	34.7	36.8	39.0
MEAN REVENUE ESTIMATE:							31.7	33.8	35.9	38.7	40.9

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.399	0.402	0.407	0.413	0.418	0.422	0.426	0.430	0.434	0.437	0.441
Retail Sales (billions):	5.10	5.40	5.60	6.00	6.40	6.90	7.42	7.94	8.46	8.98	9.50

Market Profile

Below-the-Line Listening Shares:	2.2
Unlisted Station Listening:	17.8
Total Lost Listening:	20.0
Available Share Points:	80.0
Number of Viable Stations:	13.5
Average Share Points per Viable Station:	5.9
Rev. per Available Share Point:	\$380,000
Estimated Rev. for Mean Station:	\$2,242,000
Average HH Income:	\$56,007
Average Age:	34.3
Average Education:	13.5
Average Home Value:	\$78,400
Population Change (1999-2004):	4.5
Retail Sales Change (1999-2004):	40.3
Cable Penetration:	61.6
Number of Class B or C FMs:	5

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Hungerford. Managers predict 3% to 5% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$30,400,000	22.8	0.0044
Television	\$53,500,000	40.2	0.0078
Newspaper	\$43,000,000	32.3	0.0062
Outdoor	\$3,700,000	2.8	0.0005
Cable TV	\$2,500,000	1.9	0.0004
Media Totals:	\$133,100,000		0.0193

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: WIBA AM, WIBA FM, WMAD FM, WMLI FM, WTSO AM, WZEE FM	\$14,540,000	47.8
2 Mid-West Family Stations: WHIT AM, WJJO FM, WMGN FM, WTDA AM, WTDY AM, WWQM FM	\$10,850,000	35.7
3 Entercom: WMMM FM, WOLX FM, WYZM FM	\$4,780,000	15.7
4 Radio Hill Broadcasting, Inc.: WIBU AM	\$175,000	0.6

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WZEE FM	CHR	\$5,070,000	16.7
2 WMGN FM	AC	\$4,200,000	13.8
3 WIBA AM	FS/T	\$3,470,000	11.4
4 WOLX FM	O	\$2,900,000	9.5
5 WJJO FM	AOR	\$2,850,000	9.4
6 WIBA FM	CL AOR	\$2,800,000	9.2
7 WWQM FM	C	\$2,500,000	8.2
8 WMAD FM	AOR-NR	\$1,500,000	4.9
9 WMMM FM	AOR-P	\$1,300,000	4.3
10 WTDY AA	T	\$1,150,000	3.8
11 WMLI FM	SAC	\$1,100,000	3.6
12 WTSO AM	SPRTS	\$600,000	2.0
13 WYZM FM	C	\$580,000	1.9
14 WIBU AM	ST	\$175,000	0.6
15 WHIT AM	SPRTS	\$150,000	0.5

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	89.3	\$27,022,000	(+11)
National:	10.7	\$3,225,000	(+4)

2000 ARB Rank: 186	2000 Revenue: \$14,000,000	Manager's Market Ranking (current): 2.7
2000 MSA Rank: 214	Rev per Share Point: \$311,804	Manager's Market Ranking (future) : 3.0
2000 DMA Rank: 6 (Boston)	Population per Station: 17,650	
2000 Rev Rank: 134 of 173	2000 Revenue Change: 8.5%	Five-year revenue gain % (95-00): 59.1

Revenue History and Projections

	Radio Revenue History						Radio Revenue Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	8.8	10.1	10.8	11.6	12.9	14.0					
Yearly Growth Rate (95-00): 5.7% assigned											
Projected Revenue Estimates:							14.6	15.4	16.2	17.5	18.9
Revenue per Capita:	32.00	36.59	38.57	40.56	44.48	47.62					
Yearly Growth Rate (95-00): 4.9% assigned											
Projected Revenue per Capita:							48.99	50.99	52.94	56.63	60.38
Resulting Revenue Estimate:							15.3	16.1	17.0	18.3	19.8
Revenue as % of Retail Sales:	0.0024	0.0027	0.0027	0.0028	0.0029	0.0030					
Mean % (95-00) 0.0028											
Resulting Revenue Estimate:							14.1	15.1	16.0	17.0	17.9
MEAN REVENUE ESTIMATE:							14.7	15.5	16.4	17.6	18.9

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.275	0.276	0.280	0.286	0.290	0.294	0.298	0.302	0.306	0.309	0.313
Retail Sales (billions):	3.60	3.80	4.00	4.20	4.50	4.70	5.04	5.38	5.72	6.06	6.40

Market Profile

Below-the-Line Listening Shares:	44.8
Unlisted Station Listening:	10.3
Total Lost Listening:	55.1
Available Share Points:	44.9
Number of Viable Stations:	5.5
Average Share Points per Viable Station:	8.2
Rev. per Available Share Point:	\$311,804
Estimated Rev. for Mean Station:	\$2,556,793
Average HH Income:	\$56,983
Average Age:	N/A
Average Education:	N/A
Average Home Value:	\$131,400
Population Change (1999-2004):	6.6
Retail Sales Change (1999-2004):	34.7
Cable Penetration:	N/A
Number of Class B or C FMs:	2

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: The revenue figures include the viable stations and an allocation WOKQ-F.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$14,000,000	21.0	0.0030
Television	\$25,300,000	37.9	0.0054
Newspaper	\$24,400,000	36.5	0.0052
Outdoor	\$3,100,000	4.6	0.0007
Cable TV			
Media Totals:	\$66,800,000		0.0142

Note: Use Newspaper and Outdoor estimates with caution. Part of Boston DMA. TV revenue is estimate of Manchester's contribution to total revenue in DMA. Total TV revenue for DMA is \$730,400,000.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Saga: WFEA AM, WQLL FM, WZID FM	\$7,010,000	50.0
2 Clear Channel: WGIR FM, WGIR AM	\$7,000,000	50.0

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WZID FM	AC/SAC	\$6,300,000	45.0
2 WGIR FM	AOR	\$6,200,000	44.3
3 WGIR AM	N/T	\$1,600,000	11.4
4 WQLL FM	O	\$1,100,000	7.9
5 WFEA AM	ST	\$410,000	2.9

NOTE: This table includes only the traditional Manchester stations. Portions of the WZID-F and WGIR-F revenues are allocated to Portsmouth.

Manchester

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
				Granite Systems ManagedOps.com

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education

Viable Stations

WFEA-AM	WGIR-AM	WGIR-FM	WJYY-FM
WQLL-FM	WZID-FM		

Colleges and Universities

	(# of Students)
New Hampshire Coll.	5,478
Hesser Coll.	3,181
College for Lifelong Learning	2,039
St. Anselm Coll.	1,982
New Hampshire Technical Inst.	1,713
New Hampshire Community Technical College: Manchester	1,392
Notre Dame Coll. (and more)	1,220
Total Students (FT & PT)	18,509

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WMUR-TV Argyle	Manchester	9	ABC/FOX	Imes	Hearst-
WENH-TV	Durham	11	PBS	U. of NH	
WNDS	Derry	50	IND	CTV of Derry	
WPXB	Merrimack, NH	60	IND	Paxson	

Also see Boston

Major Daily Newspapers

	AM	PM	Sun	Owner
The Union Leader; New Hampshire Sunday News	63,438		85,414	Loeb School of Comm.

Best Golf Courses

Weather Data

NO WEATHER DATA AVAILABLE.

Employment Breakdowns

By Industry	By Occupation	Unemployment	
		All of 1995	4.0%
		All of 1996	3.6%
		All of 1997	2.7%
		All of 1998	2.6%
		All of 1999	2.4%

Major Radio Station Sales

Major Radio Station Sales Since 1990

Year	Calls	From	To	Price	(E)
1990	WFEA/WZID-F	Sunshine	Sage	\$4,700,000	
1991	WKBR			\$160,000	
1992	WJYY-F (Concord)	Sold by Empire		\$550,000	
1996	WKBR			\$529,000	
1997	WGIR	Knight	Capstar	\$4,400,000	
1997	WGIR-F	Knight	Capstar	\$15,100,000	
1997	WKBR		WXRV-F owner	\$145,000	
1997	WQLL-F		Saga	\$3,300,000	
8/12/99	WNNH FM	RadioWorks	MCC Broadcasting, Inc.	\$1,600,000	
8/23/99	WNNH FM	Clark Smidt	Tele-Media	\$2,500,000	
9/24/99	WJYY FM, WNHI FM, WRCI FM	RadioWorks	Vox Radio Group		
10/1/99	WGIR AM, WGIR FM	AMFM	Clear Channel		
8/1/00	WDER AM	Albert P. Gureckis	Blount Communications	\$793,000	

McAllen-Brownsville

2000 ARB Rank:	63	2000 Revenue:	\$24,200,000	Manager's Market Ranking (current):	2.9
2000 MSA Rank:	94	Rev per Share Point:	\$298,030	Manager's Market Ranking (future):	3.7
2000 DMA Rank:	102	Population per Station:	33,960		
2000 Rev Rank:	81 of 173	2000 Revenue Change:	15.8%	Five-year revenue gain % (95-00):	63.5

Revenue History and Projections

	Radio Revenue History						Radio Revenue Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	14.8	16.0	17.6	19.1	20.9	24.2					
Yearly Growth Rate (95-00): 6.2% assigned											
Projected Revenue Estimates:							25.4	27.1	28.7	30.5	32.5
Revenue per Capita:	18.43	19.49	20.88	22.13	24.13	26.86					
Yearly Growth Rate (95-00): 5.0% assigned											
Projected Revenue per Capita:							27.14	27.91	28.53	29.33	30.23
Resulting Revenue Estimate:							26.6	28.4	30.0	31.9	34.0
Revenue as % of Retail Sales:	0.0026	0.0028	0.0030	0.0030	0.0030	0.0033					
Mean % (95-00) 0.0030											
Resulting Revenue Estimate:							23.5	25.0	26.6	28.1	29.7
MEAN REVENUE ESTIMATE:							25.2	26.8	28.4	30.2	32.1

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.803	0.821	0.843	0.863	0.866	0.901	0.936	0.971	1.006	1.040	1.075
Retail Sales (billions):	5.60	5.70	5.90	6.40	6.90	7.30	7.82	8.34	8.86	9.38	9.90

Market Profile

Below-the-Line Listening Shares:	6.5
Unlisted Station Listening:	12.3
Total Lost Listening:	18.8
Available Share Points:	81.2
Number of Viable Stations:	11.0
Average Share Points per Viable Station:	7.4
Rev. per Available Share Point:	\$298,030
Estimated Rev. for Mean Station:	\$2,205,422
Average HH Income:	\$24,816
Average Age:	28.3
Average Education:	9.4
Average Home Value:	\$37,000
Population Change (1999-2004):	20.1
Retail Sales Change (1999-2004):	35.9
Cable Penetration:	N/A
Number of Class B or C FMs:	7

Confidence Levels

2000 Revenue Estimates:	Slightly Below Normal
2001-to-2005 Revenue Estimates:	Slightly Below Normal

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$24,200,000	24.1	0.0033
Television	\$37,000,000	36.8	0.0051
Newspaper	\$31,300,000	31.1	0.0043
Outdoor	\$5,100,000	5.1	0.0007
Cable TV	\$2,900,000	2.9	0.0004
Media Totals:	\$100,500,000		0.0138

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Entravision: KFRQ FM, KKPS FM, KVLV FM, KVPA FM	\$5,970,000	24.7
2 Hispanic Broadcasting: KGBT AM, KGBT FM, KIWW FM	\$4,800,000	19.8
3 Clear Channel: KBFM FM, KTEX FM	\$4,750,000	19.6
4 La Nueva KBOR, Inc.: KBOR FM, KBOR AM, KQXX AM, KTJN FM	\$1,500,000	6.2
5 Voice of Valley Agriculture: KURV AM	\$580,000	2.4

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KBFM FM	CHR/U	\$3,000,000	12.4
2 KGBT AM	SP-C	\$2,600,000	10.7
3 KVLV FM	AC	\$2,500,000	10.3
4 KKPS FM	SP-TJ	\$1,900,000	7.9
5 KTEX FM	C	\$1,750,000	7.2
6 KIWW FM	SP-TJ	\$1,600,000	6.6
7 KFRQ FM	AOR	\$1,570,000	6.5
8 KBOR FF	SP-VA	\$1,500,000	6.2
9 KGBT FM	SP-C	\$600,000	2.5
10 KURV AM	T	\$580,000	2.4

McAllen-Brownsville

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Agribusiness Clothing Oil and Gas Oil Field Machinery				

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	99.0	<\$20: 44.3	12-to-24 29.9
Black:	0.3	\$20-\$49.9: 37.4	25-to-54 47.2
Amer. Indian:	0.2	\$50-\$99.9: 14.5	55-plus 22.9
Asian/Pac. Isl.:	0.4	\$100+: 3.8	Non High School Grad: 54.2
Hispanic: *	88.7		High School Grad: 19.3
			College 1-3 years: 15.3
			College 4+ years: 11.2

Viabile Stations

KBFM-FM	KBOR-FF	KFRQ-FM	KGBT-AM
KGBT-FM	KIWW-FM	KKPS-FM	KTEX-FM
KTJN-FM	KURV-AM	KVLY-FM	

Colleges and Universities

	(# of Students)
U. of Texas: Pan American	11,105
Texas Southmost Coll.	5,086
Texas State Technical College: Harlingen	2,963
U. of Texas at Brownsville	2,569
Total Students (FT & PT)	21,723

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
XHRIO	Matamoros	2	UPN		
KGBT-TV	Harlingen	4	CBS	Cosmos	
KRGV-TV	Weslaco	5	ABC	Mobile Video	
KVEO	Brownsville	23	NBC	Comm. Corp	
KTLM	Rio Grande City	40	SPN	Sunbelt	
KLUJ	Harlingen	44		KITU, Beaumont	
KNVO	McAllen	48	UNI	Entravision	
KMBH	Harlingen	60	PBS	RGV EdTV	

Best Golf Courses

Rancho Viejo, Tony Butler

Weather Data

NO WEATHER DATA AVAILABLE.

Major Daily Newspapers

	AM	PM	Sun	Owner
The Monitor	37,279		44,448	Freedom Communications Inc.
Harlingen Valley Morning Star	23,503		25,778	Freedom Communications Inc.
The Brownsville Herald	16,632		18,349	Freedom Communications Inc.
El Heraldo de Brownsville (Spanish Edition)		5,522	6,105	Freedom Communications Inc.

Employment Breakdowns

By Industry			By Occupation			Unemployment		
1 Retail Trade	35,089	19.62%	Admin. Support/Clerical	25,507	14.26%	Jul 90:		16.2%
2 Educational Svcs.	25,454	14.23%	Sales	24,533	13.72%	Jul 91:		16%
3 Agri., Forestry & Fisheries	14,551	8.14%	Professional	22,885	12.80%	Jul 92:		15.1%
4 Manufac., Non-Durables	12,389	6.93%	Svc., Exclud. Protective & HH	19,504	10.91%	Jul 93:		13.3%
5 Construction	12,145	6.79%	Precis. Produc./Craft/Repair	19,100	10.68%	Jul 94:		19.4%
6 Wholesale Trade	10,696	5.98%	Exec., Admin. & Managerial	14,461	8.09%	All of 1995		19.8%
7 Health Svcs.	10,031	5.61%	Farming, Forestry & Fishing	13,599	7.60%	All of 1996		19.0%
8 Other Prof. Svcs.	8,722	4.88%	Machine Oprs., Fab., Assemb. & Inspec.	11,951	6.68%	All of 1997		18.2%
9 Business & Repair Svcs.	8,657	4.84%	Handlers, Cleaners, Help., Laborers	10,024	5.60%	All of 1998		17.8%
10 Public Administration	7,851	4.39%	Transportation & Moving	9,199	5.14%	All of 1999		14.5%
Total Metro Employees	178,848							
Top 10 Total Employees	145,585	81.40%						

Major Radio Station Sales

Major Radio Station Sales Since 1992

Year	Calls	From	To	Price	(E)
1992	KVSE-F		Spectrum	\$1,000,000	
1992	KVTY-F (Mission)		owners of KBOR	\$350,000	
1993	KRGY-F		Signature	\$910,000	
1995	KVJY, KTEX-F	Tate	Calendar	\$5,100,000	
1996	KVLY-F	Tippie	Sunburst	\$3,175,000	
1996	KFRQ-F, KKPS-F	Signature	Sunburst	\$5,500,000	
1996	KQXX-F		Tichenor	\$1,300,000	
1996	KGBT, KIWW-F, KQXX-F	Tichenor	Heftel		
1997	KVJY	Sold by Calendar		\$700,000	
1/6/99	KVPA FM		Sunburst	\$800,000	
7/15/99	KBFM FM, KTEX FM	Calendar	Cumulus	With Mobile stations: \$36,000,000	
11/4/99	KSOX AM	Sendero Multimedia	Voice of Valley Agriculture	\$700,000	
1/3/00	KZSP FM	Rio Bravo, Ltd.	Alternative Broadcasting	\$10	
3/21/00	KVJY AM	Vie Dansante Bcstg.	Radio Unica		
5/4/00	KBFM FM, KTEX FM	Cumulus	Clear Channel		
6/13/00	KFRQ FM, KKPS FM, KVLY FM, KVPA FM	Sunburst	Entravision		

2000 ARB Rank:	46	2000 Revenue:	\$59,900,000	Manager's Market Ranking (current):	3.5
2000 MSA Rank:	55	Rev per Share Point:	\$664,817	Manager's Market Ranking (future) :	3.3
2000 DMA Rank:	40	Population per Station:	35,626	27	
2000 Rev Rank:	41 of 173	2000 Revenue Change:	5.5%	Five-year revenue gain % (95-00):	47.5

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	40.6	43.0	46.4	50.4	56.8	59.9					
Yearly Growth Rate (95-00): 6.2% assigned											
Projected Revenue Estimates:							62.3	66.0	70.6	75.6	80.9
Revenue per Capita:	37.59	39.82	42.57	45.82	51.17	53.39					
Yearly Growth Rate (95-00): 5.5% assigned											
Projected Revenue per Capita:							54.94	57.59	60.97	64.62	68.44
Resulting Revenue Estimate:							65.2	69.1	73.9	79.2	84.7
Revenue as % of Retail Sales:	0.0041	0.0038	0.0039	0.0040	0.0042	0.0042					
Mean % (95-00) 0.0040											
Resulting Revenue Estimate:							60.9	64.6	68.2	71.9	75.6
MEAN REVENUE ESTIMATE:							62.8	66.6	70.9	75.6	80.4

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	1.080	1.080	1.090	1.100	1.110	1.122	1.134	1.146	1.158	1.170	1.182
Retail Sales (billions):	10.00	11.20	11.80	12.60	13.40	14.30	15.22	16.14	17.06	17.98	18.90

Market Profile

Below-the-Line Listening Shares:	0.5
Unlisted Station Listening:	9.4
Total Lost Listening:	9.9
Available Share Points:	90.1
Number of Viable Stations:	19.0
Average Share Points per Viable Station:	4.7
Rev. per Available Share Point:	\$664,817
Estimated Rev. for Mean Station:	\$3,124,640
Average HH Income:	\$42,021
Average Age:	33.7
Average Education:	11.3
Average Home Value:	\$62,900
Population Change (1999-2004):	5.4
Retail Sales Change (1999-2004):	34.2
Cable Penetration:	62.2
Number of Class B or C FMs:	9

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. Many stations do not participate including KXHT-F, WKSL-F, WMFS-F. Managers predict a 4% to 6% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$59,900,000	21.0	0.0042
Television	\$110,000,000	38.6	0.0077
Newspaper	\$99,000,000	34.7	0.0069
Outdoor	\$10,200,000	3.6	0.0007
Cable TV	\$6,000,000	2.1	0.0004
Media Totals:	\$285,100,000		0.0199

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: KJMS FM, WDIA AM, WEGR FM, WHRK FM, WOTO FM, WREC AM	\$23,860,000	39.8
2 Barnstable: WGKX FM, WRBO FM, WSRR FM	\$12,130,000	20.3
3 CBS/Infinity: WMC FM, WMC AM	\$9,750,000	16.3
4 Entercom: WJCE AM, WOGY FM, WRVR FM	\$8,648,000	14.4
5 Flinn Broadcasting: KXHT FM, WHBQ AM, WKSL FM, WMPS FM, WOWW AM, WWGQ AM	\$3,070,000	5.1
6 Gilliam Communications, Inc.: WLOK AM	\$1,500,000	2.5
7 Belz Broadcasting Co.: WMFS FM	\$600,000	1.0
8 Concord Media: KWAM AM	\$530,000	0.9
9 Educational Media Foundation: KKLV FM, KSUD AM, WKVF FM, WPLX AM	\$240,000	0.4
10 Bountiful Blessings, Inc.: WBBP AM	\$200,000	0.3

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WMC FM	CHR/AC	\$8,400,000	14.0
2 WEGR FM	CL AOR	\$6,940,000	11.6
3 WRVR FM	AC	\$6,480,000	10.8
4 WHRK FM	B	\$5,440,000	9.1
5 WGKX FM	C	\$4,920,000	8.2
6 KJMS FM	B/AC	\$4,300,000	7.2
7 WRBO FM	B/O	\$4,250,000	7.1
8 WDIA AM	B	\$3,650,000	6.1
9 WSRR FM	CL HITS	\$2,960,000	4.9
10 WOGY FM	O	\$2,118,000	3.5
11 WREC AM	T	\$1,780,000	3.0
12 KXHT FM	B	\$1,750,000	2.9
13 WLOK AM	B/G	\$1,500,000	2.5
14 WMC AM	N/T	\$1,350,000	2.3
15 WOTO FM	O	\$1,220,000	2.0
16 WKSL FM	CHR	\$700,000	1.2
17 WMFS FM	AOR	\$600,000	1.0
18 KWAM AM	B/G	\$530,000	0.9
19 WHBQ AM	SPRTS	\$420,000	0.7
20 WPLX AM	ST	\$240,000	0.4
21 WBBP AM	B/G	\$200,000	0.3
22 WJCE AM	B/O	\$50,000	0.1

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	82.8	\$46,283,000	(+6.4)
National:	17.2	\$9,613,000	(-6.9)
Note:			

Memphis

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Cotton Soybean Food Processing Pharmaceuticals Lumber Electrical Machinery Paper Product	FedEx AutoZone	112 382	AutoZone Concord EFS FedEx First Tennessee National National Commerce Bancorp Union Planters	Dunavant Enterprises Accuship.com AIMS Logistics

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	56.1	<\$20: 24.3 \$20-\$49.9: 32.9 \$50-\$99.9: 30.6 \$100+: 12.2	12-to-24: 22.9 25-to-54: 54.1 55-plus: 23.0
Black:	42.4		Non High School Grad: 25.0 High School Grad: 28.3 College 1-3 years: 26.8 College 4+ years: 20.0
Amer. Indian:	0.2		
Asian/Pac. Isl.:	1.2		
Hispanic: *	1.4		

Competitive Media

Major Over the Air Television Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WREG-TV	Memphis	3	CBS	NY Times	
WMC-TV	Memphis	5	NBC	Raycom	
WKNO-TV	Memphis	10	PBS	Mid So. PTV	
WHBQ-TV	Memphis	13	FOX	Fox	
WPTY-TV	Memphis	24	ABC	Clear Channel	
WLMT	Memphis	30	UPN	Clear Channel	
WPXX	Memphis	50	PAX	Flinn	Paxson

Major Daily Newspapers	AM	PM	Sun	Owner
The Commercial Appeal	163,134		237,927	E W Scripps Co. (Scripps Howard)

Viable Stations

KJMS-FM	KWAM-AM	KXHT-FM	WDIA-AM
WEGR-FM	WGKX-FM	WHBQ-AM	WHRK-FM
WJCE-AM	WKSL-FM	WLOK-AM	WMC-AM
WMC-FM	WMFS-FM	WOGY-FM	WOTO-FM
WPLX-AM	WRBO-FM	WREC-AM	WRVR-FM
WSRR-FM			

Colleges and Universities

	(# of Students)
U. of Memphis	4,957
State Technical Inst. at Memphis	4,641
Shelby State CC	3,775
Christian Brothers U.	1,887
Rhodes Coll.	1,441
Mississippi County CC	1,085
LeMoynne-Owen Coll.	842
(and more)	
Total Students (FT & PT)	20,054

Best Golf Courses

Colonial CC (South), Memphis CC, Southwinds TPC

Weather Data

Elevation:	258		
Annual Precipitation:	48.7 in.		
Annual Snowfall:	5.7 in.		
Average Windspeed:	9.2 (S)		
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	49.4	91.6	71.7
Avg. Min. Temp:	31.6	71.5	51.5
Average Temp:	40.5	81.6	61.6

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade	Admin. Support/Clerical	Jul 90: 4.3%
2 Health Svcs.	Sales	Jul 91: 5.6%
3 Transportation	Exec., Admin. & Managerial	Jul 92: 5.8%
4 Manufac., Non-Durables	Professional	Jul 93: 5%
5 Educational Svcs.	Precis. Produc./Craft/Repair	Jul 94: 4.4%
6 Manufac., Durables	Svc., Exclud. Protective & HH	All of 1995: 4.9%
7 Wholesale Trade	Machine Oprs., Fab., Assemb. & Inspec.	All of 1996: 4.4%
8 Fin., Ins. & Real Estate	Handlers, Cleaners, Help., Laborers	All of 1997: 4.6%
9 Construction	Transportation & Moving	All of 1998: 3.8%
10 Other Prof. Svcs.	Technicians & Support	All of 1999: 3.6%
Total Metro Employees	521,371	
Top 10 Total Employees	422,703	81.08%

Major Radio Station Sales

Major Radio Station Sales Since 1990

Year	Calls	From	To	Price	(E)
1990	WWQM			\$420,000	
1992	WPYR-F (Millington)	Diamond	Barnstable	\$4,250,000	
1993	WMC A/F	Sold by Scripps-Howard		\$8,100,000	
1993	WRXQ-F (Olive)		NewMarket	\$1,275,000	
1993	WOGY-F (Germantown)	Ardman	Keymarket	\$3,000,000	
1993	WREC	NewMarket	Radio Equity	\$2,800,000	
1993	WEGR-F	NewMarket	Radio Equity	\$12,000,000	
1993	WRXQ-F (Olive)	NewMarket	Radio Equity	\$2,400,000	
1994	KFTH-F (Marion)	Sold by Willis		\$1,650,000	
1995	WJCE, WRVR-F, WOGY-F	Keymarket	River City	\$24,000,000	
1996	WJCE, WOGY-F, WRVR-F	River City	Sinclair TV		
1996	WDIA	Ragan Henry	Clear Channel	\$6,800,000	
1996	WHRK-F	Ragan Henry	Clear Channel	\$25,000,000	
1996	KWAM, KJMS-F	Rivers	Clear Channel	\$12,500,000	
1996	WREC	Radio Equity	Clear Channel	\$2,200,000	
1996	WEGR-F	Radio Equity	Clear Channel	\$22,000,000	
1996	WRXQ-F	Radio Equity	Clear Channel	\$4,500,000	
1997	WJOI-F (107.5: Germantown)	Flinn		\$4,500,000	
1997	WWKZ-F (103.7: Cono, MS)		Barnstable	\$6,300,000	
1997	WMPS (1380: Millington)			\$275,000	
1998	WSFZ		Flinn	\$1,070,000	
5/13/99	WYLT FM	Estate of Albert Crain	Clear Channel	\$1,100,000	
7/26/99	WJCE AM, WOGY FM, WRVR FM	Sinclair Broadcast	Entercom	Group purchase: \$821,500,000	
11/29/99	WYLT FM	Estate of Albert Crain	Clear Channel	\$1,100,000	Cancelled
11/29/99	WYLT FM	Estate of Albert Crain	Educ. Media Found.	\$1,400,000	
7/12/00	WMC AM, WMC FM	Raycom	CBS/Infinity		
9/13/00	KSUD AM, KSUD FM, WPLX AM	Pollack Broadcasting Co.	Educ. Media Found.		
9/15/00	KWAM AM	Clear Channel	Concord Media		

Miami-Fort Lauderdale

2000 ARB Rank:	12	2000 Revenue:	\$260,300,000	Manager's Market Ranking (current):	3.4
2000 MSA Rank:	23	Rev per Share Point:	\$2,995,397	Manager's Market Ranking (future) :	3.5
2000 DMA Rank:	16	Population per Station:	101,674	Five-year revenue gain % (95-00):	68.5
2000 Rev Rank:	12 of 173	2000 Revenue Change:	10.7%		

Revenue History and Projections

	Radio Revenue History					Radio Revenue Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	154.5	174.5	195.9	209.0	235.1	260.3					
Yearly Growth Rate (95-00): 6.6% assigned											
Projected Revenue Estimates:							274.3	291.0	311.5	339.5	363.2
Revenue per Capita:	44.65	49.16	54.12	56.64	63.03	68.94					
Yearly Growth Rate (95-00): 5.3% assigned											
Projected Revenue per Capita:							71.77	75.23	79.59	85.73	90.66
Resulting Revenue Estimate:							287.2	304.7	326.1	355.5	380.3
Revenue as % of Retail Sales:	0.0040	0.0042	0.0045	0.0045	0.0048	0.0048					
Mean % (95-00) 0.0045											
Resulting Revenue Estimate:							256.4	271.2	285.9	300.7	315.5
MEAN REVENUE ESTIMATE:							272.6	288.9	307.9	331.9	353.0

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	3.460	3.550	3.620	3.690	3.730	3.776	3.822	3.868	3.914	3.960	4.006
Retail Sales (billions):	38.80	41.90	43.20	46.00	49.10	53.70	56.98	60.26	63.54	66.82	70.10

Market Profile

Below-the-Line Listening Shares:	2.7
Unlisted Station Listening:	10.4
Total Lost Listening:	13.1
Available Share Points:	86.9
Number of Viable Stations:	25.0
Average Share Points per Viable Station:	3.5
Rev. per Available Share Point:	\$2,995,397
Estimated Rev. for Mean Station:	\$10,483,890
Average HH Income:	\$38,662
Average Age:	37.8
Average Education:	11.6
Average Home Value:	\$88,700
Population Change (1999-2004):	6.2
Retail Sales Change (1999-2004):	36.1
Cable Penetration:	74.6
Number of Class B or C FMs:	18

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. WWFE, WJNA, WSUA, WMBM, WKAT and others do not participate. Managers predict 6% to 8% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$260,300,000	21.3	0.0048
Television	\$476,000,000	39.0	0.0089
Newspaper	\$425,000,000	34.8	0.0079
Outdoor	\$41,000,000	3.4	0.0008
Cable TV	\$18,000,000	1.5	0.0003
Media Totals:	\$1,220,300,000		0.0227

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: WBGGM, WHYI FM, WINZ AM, WIOD AM, WLVE FM, WMGE FM, WZTA FM	\$68,061,000	26.1
2 Cox Radio: WEDR FM, WFLC FM, WHQT FM, WTMI FM	\$54,732,000	21.0
3 Beasley Broadcast Group: WKIS FM, WPOW FM, WQAM AM	\$45,071,000	17.3
4 Hispanic Broadcasting: WAMR FM, WAQI AM, WQBA AM, WRTO FM	\$39,388,000	15.1
5 Jefferson-Pilot: WAXY AM, WLYF FM, WMXJ FM	\$32,227,000	12.4
6 Spanish Broadcasting System: WCMQ FM, WRMA FM, WXDJ FM	\$16,670,000	6.4
7 Radio Unica: WAFN AM, WNMA AM	\$1,839,000	0.7
8 Fenix Broadcasting Corp.: WRHC AM, WWFE AM	\$900,000	0.3
9 WSUA Broadcasting Corp.: WSUA AM	\$600,000	0.2
10 James Crystal Enterprises: WJNA AM	\$500,000	0.2
11 New Birth Broadcasting Corp.: WMBM AM	\$400,000	0.2

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WAMR FM	SP	\$19,650,000	7.5
2 WEDR FM	B	\$18,525,000	7.1
3 WLYF FM	SAC	\$17,845,000	6.9
4 WHQT FM	B/AC	\$17,223,000	6.6
5 WQAM AM	SPRTS	\$16,435,000	6.3
6 WPOW FM	CHR/U	\$15,156,000	5.8
7 WZTA FM	AOR	\$15,000,000	5.8
8 WHYI FM	CHR/AC	\$14,500,000	5.6
9 WKIS FM	C	\$13,480,000	5.2
10 WMXJ FM	O	\$13,050,000	5.0
11 WBGGM FM	CL AOR	\$10,825,000	4.2
12 WFLC FM	AC	\$10,184,000	3.9
13 WLVE FM	J	\$9,750,000	3.7
14 WRTO FM	SP-TP	\$9,375,000	3.6
15 WMGE FM	B/O	\$9,080,000	3.5
16 WXDJ FM	SP-TP	\$8,820,000	3.4
17 WTMI FM	CL	\$8,800,000	3.4
18 WAQI AM	SP-VA	\$6,660,000	2.6
19 WIOD AM	N/T	\$5,847,000	2.2
20 WRMA FM	SP-C	\$3,975,000	1.5
21 WCMQ FM	SP-C	\$3,875,000	1.5
22 WQBA AM	SP	\$3,703,000	1.4
23 WINZ AM	T	\$3,059,000	1.2
24 WNMA AM	SP-NT	\$1,839,000	0.7
25 WAXY AM	VA	\$1,332,000	0.5
26 WWFE AM	SP-NT	\$900,000	0.3
27 WSUA AM	SP	\$600,000	0.2
28 WJNA AM	ST	\$500,000	0.2
29 WMBM AM	B/G	\$400,000	0.2

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	70.9	\$182,898,000	(+12.0)
National:	29.1	\$75,094,000	(+7.7)
Note:			

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Tourism Clothing Electronics Boat Building	Ryder System 333 Lennar Corp. 365 Spherion 443	AutoNation Lennar	Southern Wine & Spirits JM Family Enterprises	C & C Concrete Pumping Cypress Food Distributors Dataforce John Keeler & Co. MHSS Enterprises MTI Home Video

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	77.6	<\$20: 31.2	12-to-24 17.7
Black:	20.3	\$20-\$49.9: 37.7	25-to-54 51.0
Amer. Indian:	0.3	\$50-\$99.9: 23.2	55-plus 31.3
Asian/Pac. Isl.:	1.9	\$100+: 7.9	Non High School Grad: 34.0
Hispanic: *	58.5		High School Grad: 23.2
			College 1-3 years: 23.6
			College 4+ years: 19.2

Viable Stations

WAMR-FM	WAQI-AM	WBGG-FM	WCMQ-FM
WEDR-FM	WFLC-FM	WHQT-FM	WHYI-FM
WINZ-AM	WIOD-AM	WJNA-AM	WKIS-FM
WLVE-FM	WLYF-FM	WMGE-FM	WMXJ-FM
WNMA-AM	WPOW-FM	WQAM-AM	WQBA-AM
WRMA-FM	WRTO-FM	WSUA-AM	WTMI-FM
WWFE-AM	WXDJ-FM	WZTA-FM	

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WPBT	Miami	2	PBS	Comm TV of SoFl	
WFOR-TV	Miami	4	CBS	CBS	
WTVJ	Miami	6	NBC	NBC	
WSVN	Miami	7	FOX	Sunbeam	
WPLG	Miami	10	ABC	Post-Newsweek	
WLRN	Miami	17		Dade Co. Schools	
WLTV	Miami	23	UNI	Univision	
WBFS-TV	Miami	33	UPN	Paramount	
WPXM	Miami	35	PAX	Paxson	NBC
WBZL-TV	Miami	39	WB	Tribune	
WSCV	Ft. Lauderdale	51	TEL	Telemundo	
WAMI-TV	Hollywood	69	IND	USA	

Colleges and Universities

(# of Students)

Miami-Dade CC	41,172
Florida International U.	27,513
Broward CC	24,881
Nova Southeastern U.	15,858
U. of Miami	13,047
Barry U.	6,860
Art Inst. of Fort Lauderdale (and more)	2,392
Total Students (FT & PT)	140,692

Major Daily Newspapers

	AM	PM	Sun	Owner
The Miami Herald	349,114		461,201	Knight Ridder
Ft. Lauderdale Sun-Sentinel	258,118		371,577	Tribune Co.
Diario Las Americas (Spanish)	68,011		68,011	Horacio Aguirre

Best Golf Courses

Doral, Boca Rio, Turnberry Isle (also see West, Palm Beach)

Weather Data

Elevation:			7
Annual Precipitation:			59.2 in.
Annual Snowfall:			0
Average Windspeed:			9.1 (ESE)
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	75.6	89.1	83.0
Avg. Min. Temp:	58.7	75.5	67.9
Average Temp:	67.2	82.3	75.5

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade	Admin. Support/Clerical	Jul 90: 6.3%
2 Health Svcs.	Sales	Jul 91: 8.8%
3 Fin., Ins. & Real Estate	Exec., Admin. & Managerial	Jul 92: 9.7%
4 Transportation	Professional	Jul 93: 7.8%
5 Educational Svcs.	Svc., Exclud. Protective & HH	Jul 94: 10.4%
6 Wholesale Trade	Precis. Produc./Craft/Repair	All of 1995: 7.4%
7 Construction	Machine Oprs., Fab., Assemb. & Inspec.	All of 1996: 7.3%
8 Other Prof. Svcs.	Transportation & Moving	All of 1997: 7.1%
9 Business & Repair Svcs.	Handlers, Cleaners, Help., Laborers	All of 1998: 6.4%
10 Manufac., Non-Durables	Technicians & Support	All of 1999: 5.8%
Total Metro Employees		
Top 10 Total Employees		

Miami-Fort Lauderdale

Major Radio Station Sales

Major Radio Station Sales Since 1993

Year	Calls	From	To	Price	(E)
1993	WRHC (Coral Gables)			\$525,000	
1993	WWFE			\$2,700,000	
1993	WMXJ-F	Sconnix	Jefferson-Pilot	\$17,800,000	
1993	WHYI-F	Metroplex	Clear Channel	\$20,000,000	
1993	WAQI,WRTO-F	Mambisa	Heftel	\$16,000,000	
1993	WQBA A/F	SRN	Heftel	\$28,000,000	
1993	WZXY-F	Ashley	Clear Channel	\$14,000,000	
1994	WTPX-F	Tak	EZ	\$17,000,000	
1994	WFTL			\$500,000	
1994	WTPX-F	EZ	WXDJ-F owner	\$21,250,000	
1995	WSUA		El Dorado	\$2,750,000	
1995	WFTL		Paxson	\$1,960,000	
1995	WAQI, WRTO-F 50%		Heftel	\$19,800,000	
1995	WSBH (1490)			\$1,500,000	
1996	WSRF, WSHE-F	TK	Paxson	\$57,500,000	
1996	WTMI-F	Amer. Radio Sys.	Tanger	\$18,000,000	
1996	WQAM, WKIS-F	Sunshine Wireless	Beasley	\$57,000,000	
1996	WIOD	Cox	Paxson	\$13,000,000	
1996	WEDR-F	Rivers	Evergreen	\$65,000,000	
1996	WRMA-F,WXDJ-F		SBS	\$110,000,000	
1996	WACC (830, Hialeah)			\$2,550,000	
1996	WRBD (Pompano)			\$1,500,000	
1997	WSRF	Sold by Paxson		\$500,000	
1997	WCMQ	SBS	One-on-One	\$6,000,000	
1997	WFTL	Paxson	Clear Channel	\$4,000,000	
1997	WIOD	Paxson	Clear Channel	\$20,600,000	
1997	WINZ	Paxson	Clear Channel	\$16,400,000	
1997	WLVE-F	Paxson	Clear Channel	\$60,100,000	
1997	WPLL-F	Paxson	Clear Channel	\$48,800,000	
1997	WZTA-F	Paxson	Clear Channel	\$66,200,000	
1997	WNMA (1210), WCMQ-EB	One-on-One	Radio Unica		
1998	WNMA/WCMQ	One-on-One	Radio Unica	\$9,000,000	
1998	WFTL	Clear Channel	James Crystal		
1998	WSRF (1580; Ft. Laud.)		Gallery	\$1,500,000	
1998	WLQY	Genesis	Z-Spanish	\$5,650,000	
6/15/99	WFBA AM	W. R. A. Broadcasting	ABC Inc.	\$7,400,000	
8/30/99	WEDR FM	AMFM	Cox Radio		
10/22/99	WKAT AM	Howard Broadcasting	Spanish Media Bcstg.	\$7,800,000	
1/3/00	WHSR AM	H. Goldsmith	Beasley		
2/3/00	WAVS AM	Roy Bresky	Andrea Bresky	\$10 for 51% interest	
2/10/00	WTMI FM	Marlin	Cox Radio	\$100,000,000	
3/13/00	WVCG AM	AMFM	Radio One		
4/21/00	WLQY AM	Z-Spanish	Entravision		

plus 12 other stations, for KFI and KOST, LA
 With WWNN, WSBR: \$18,000,000
 \$10 for 51% interest
 AMFM/CCU divestiture.price NA

2000 ARB Rank:	31	2000 Revenue:	\$85,000,000	Manager's Market Ranking (current):	3.7
2000 MSA Rank:	42	Rev per Share Point:	\$962,627	Manager's Market Ranking (future):	3.7
2000 DMA Rank:	33	Population per Station:	51,278	27	
2000 Rev Rank:	34 of 173	2000 Revenue Change:	11.8%	Five-year revenue gain % (95-00):	48.3

Revenue History and Projections

	Radio Revenue History						Radio Revenue Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	57.3	58.5	63.8	69.0	76.0	85.0					
Yearly Growth Rate (95-00): 6.5% assigned											
Projected Revenue Estimates:							88.4	94.6	100.3	107.3	117.9
Revenue per Capita:	39.25	40.07	42.53	46.00	50.33	56.22					
Yearly Growth Rate (95-00): 6.2% assigned											
Projected Revenue per Capita:							58.39	62.40	66.07	70.59	77.46
Resulting Revenue Estimate:							92.6	99.0	105.0	112.3	123.4
Revenue as % of Retail Sales:	0.0039	0.0038	0.0040	0.0041	0.0042	0.0044					
Mean % (95-00) 0.0041											
Resulting Revenue Estimate:							84.0	88.4	92.8	97.3	101.7
MEAN REVENUE ESTIMATE:							88.3	94.0	99.4	105.6	114.3

Population and Demographic Estimates

	Historic						Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	1.460	1.460	1.500	1.500	1.510	1.512	1.514	1.516	1.518	1.520	1.522
Retail Sales (billions):	14.80	15.30	16.00	16.80	18.00	19.40	20.48	21.56	22.64	23.72	24.80

Market Profile

Below-the-Line Listening Shares:	1.4
Unlisted Station Listening:	10.3
Total Lost Listening:	11.7
Available Share Points:	88.3
Number of Viable Stations:	17.5
Average Share Points per Viable Station:	5.0
Rev. per Available Share Point:	\$962,627
Estimated Rev. for Mean Station:	\$4,813,135
Average HH Income:	\$52,358
Average Age:	36.6
Average Education:	12.7
Average Home Value:	\$74,800
Population Change (1999-2004):	0.7
Retail Sales Change (1999-2004):	31.8
Cable Penetration:	64.0
Number of Class B or C FMs:	11

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan and all viable stations cooperate. Sports revenue is not included in the total: sports would add over \$8 million to the market's total. Managers predict 4% to 5% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$85,000,000	19.1	0.0044
Television	\$173,000,000	38.9	0.0089
Newspaper	\$161,000,000	36.2	0.0083
Outdoor	\$17,400,000	3.9	0.0009
Cable TV	\$8,000,000	1.8	0.0004
Media Totals:	\$444,400,000		0.0229

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: WISN AM, WKKV FM, WLTQ FM, WMIL FM, WOKY AM, WRIT FM	\$24,900,000	29.3
2 Saga: WFMR FM, WJMR FM, WJYI AM, WKLH FM, WLZR FM	\$21,170,000	24.9
3 Journal Broadcast Group: WTKI FM, WTMJ AM	\$18,540,000	21.8
4 Entercom: WEMP AM, WMYX FM, WXSS FM	\$12,340,000	14.5
5 Milwaukee Radio Alliance, LLC: WJZI FM, WLUM FM, WMCS AM	\$6,110,000	7.2
6 Courier Communications, Inc.: WNOV AM	\$470,000	0.6

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WTMJ AM	FS	\$10,140,000	11.9
2 WKLH FM	CL AOR	\$9,400,000	11.1
3 WTKI FM	AC/CHR	\$8,400,000	9.9
4 WLZR FM	AOR	\$8,300,000	9.8
5 WEMP/WMYX AFAC		\$7,790,000	9.2
6 WMIL FM	C	\$6,150,000	7.2
7 WISN AM	T	\$4,970,000	5.8
8 WXSS FM	CHR	\$4,550,000	5.4
9 WKKV FM	B	\$4,400,000	5.2
10 WLTQ FM	SAC	\$4,360,000	5.1
11 WRIT FM	O	\$2,620,000	3.1
12 WJZI FM	J	\$2,490,000	2.9
13 WOKY AM	ST	\$2,400,000	2.8
14 WLUM FM	AOR	\$2,320,000	2.7
15 WJMR FM	B/O	\$1,500,000	1.8
16 WFMR FM	CL	\$1,400,000	1.6
17 WMCS AM	B/A/C	\$1,300,000	1.5
18 WJYI AM	REL-CC	\$570,000	0.7
19 WNOV AM	B/A/C	\$470,000	0.6

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	86.5	\$71,650,000	(+14.0)
National:	13.5	\$11,199,000	(+5.3)
Note:			

NOTE: Sports revenue is no longer included in WTMJ's figures or in the market's total revenue. Sports revenue is around \$7 million.

Milwaukee

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Brewing	Johnson Controls 115	Harley-Davidson	Emmpak Foods	Doral Dental USA
Automotive	Northwestern Mutual Life Ins. 116	Johnson Controls	Everett Smith Group	PC Productivity
Food Processing	Manpower 177	Kohl's Corporation	F Dohmen	
Heavy Machinery	Firststar Corp. 268	Manpower Inc.	Grede Foundries	
Metal Products	Kohl's 293	Marshall & Ilsley	Journal Communications	
	Wisconsin Energy 480	MGIC Investment	Quad/Graphics	
		Rockwell Int'l	SC Johnson & Son	

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	81.9	<\$20: 17.8	12-to-24 20.4
Black:	15.6	\$20-\$49.9: 31.1	25-to-54 53.4
Amer. Indian:	0.6	\$50-\$99.9: 36.6	55-plus 26.2
Asian/Pac. Isl.:	1.9	\$100+: 14.6	Non High School Grad: 19.4
Hispanic: *	5.0		High School Grad: 32.4
			College 1-3 years: 26.6
			College 4+ years: 21.6

Viable Stations

WEMP/WMYX-AF	WFMR-FM	WISN-AM	WJMR-FM
WJYI-AM	WJZI-FM	WKKV-FM	WKLH-FM
WKTI-FM	WLTO-FM	WLUM-FM	WLZR-FM
WMCS-AM	WMIL-FM	WNOV-AM	WOKY-AM
WRIT-FM	WTMJ-AM	WXSS-FM	

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WTMJ-TV	Milwaukee	4	NBC	Journal Bcst. Gp.	
WITI	Milwaukee	6	FOX	Fox	
WMVS	Milwaukee	10	PBS	Mil. Area Tech. Coll.	
WISN-TV	Milwaukee	12	ABC	Hearst-Argyle	
WVTV	Milwaukee	18	WB	Glencairn	Sinclair
WCGV	Milwaukee	24	UPN	Sinclair	
WMVT	Milwaukee	36	PBS	WMVS	
W46AR	Milwaukee	46	UNI	Weigel	
WJJA	Racine	49	IND	TV 49	
WPXE	Kenosha	55	PAX	Paxson	
WDJT-TV	Milwaukee	58	CBS	Weigel	

Colleges and Universities

	(# of Students)
U. of Wisconsin-Milwaukee	20,841
Milwaukee Area Technical Coll.	19,770
Marquette U.	10,555
Cardinal Stritch U.	5,134
Milwaukee School of Engineering	2,904
Carroll Coll.	2,414
Alverno Coll.	1,826
(and more)	
Total Students (FT & PT)	68,783

Best Golf Courses

Milwaukee CC, Brown Deer, Tuckaway, Oxackee CC

Weather Data

Elevation:	672
Annual Precipitation:	30.2 in.
Annual Snowfall:	45.2 in.
Average Windspeed:	11.8 (WNW)
	TOTAL YR.
Avg. Max. Temp:	JAN 27.3 JUL 80.4 55.1
Avg. Min. Temp:	11.4 59.3 36.3
Average Temp:	19.4 69.9 45.7

Major Daily Newspapers

	AM	PM	Sun	Owner
Milwaukee Journal Sentinel	286,610		460,103	Journal Communications.

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Manufac., Durables 124,616 17.10%	Admin. Support/Clerical 126,575 17.37%	Jul 90: 3.4%
2 Retail Trade 119,179 16.36%	Professional 104,180 14.30%	Jul 91: 4.3%
3 Health Svcs. 69,595 9.55%	Exec., Admin. & Managerial 91,837 12.60%	Jul 92: 4.7%
4 Educational Svcs. 55,718 7.65%	Sales 88,142 12.10%	Jul 93: 4.3%
5 Manufac., Non-Durables 54,620 7.50%	Precis. Produc./Craft/Repair 83,367 11.44%	Jul 94: 4.5%
6 Fin., Ins. & Real Estate 54,607 7.49%	Svc., Exclud. Protective & HH 76,799 10.54%	All of 1995 3.5%
7 Other Prof. Svcs. 44,520 6.11%	Machine Oprs., Fab., Assemb. & Inspec. 62,366 8.56%	All of 1996 3.4%
8 Wholesale Trade 36,706 5.04%	Technicians & Support 26,770 3.67%	All of 1997 3.6%
9 Business & Repair Svcs. 35,543 4.88%	Transportation & Moving 25,648 3.52%	All of 1998 3.3%
10 Construction 34,130 4.68%	Handlers, Cleaners, Help., Laborers 25,233 3.46%	All of 1999 3.1%
Total Metro Employees 728,673		
Top 10 Total Employees 629,234 86.35%		

Major Radio Station Sales

Major Radio Station Sales Since 1993

Year	Calls	From	To	Price	(E)
1993	WEZW-F	Multimedia	Heritage	\$5,600,000	
1993	WLZR A/F	Great American	Saga	\$7,000,000	
1995	WKKV-F (Racine)		Ragan Henry	\$9,000,000	
1996	WKKV-F	Ragan Henry	Clear Channel	\$10,000,000	
1996	WMIL-F	Sundance	Colfax	\$35,000,000	
1996	WOKY	Sundance	Colfax	\$5,000,000	
1996	WMIL-F	Colfax	Chancellor	\$35,000,000	
1996	WOKY	Colfax	Chancellor	\$5,000,000	
1997	WOKY, WMIL-F	Chancellor	Clear Channel	\$40,000,000	
1997	WFMI-F/WFMR-F	Harris	Saga	\$5,000,000	
1997	WISN/WLTQ-F	Hearst	SFX	\$17,500,000	
1997	WZTR-F	Shockley	Clear Channel	\$14,500,000	
1997	WEMP	Heritage	Sinclair TV	\$1,500,000	
1997	WAMG-F	Heritage	Sinclair TV	\$11,400,000	
1997	WMYX-F	Heritage	Sinclair TV	\$15,400,000	
1997	WRJN, WEZY-F		Sold to WBKV, WBWI-F owner	\$5,000,000	
1997	Shamrock and All Pro merged their operations				
1997	WISN	SFX	Hicks/Chancellor	\$10,000,000	
1997	WLTQ-F	SFX	Hicks/Chancellor	\$19,000,000	
1998	WZER	Children's	Catholic		
7/26/99	WEMP AM, WMYX FM, WXSS FM	Sinclair Broadcast	Entercom	Group purchase: \$821,500,000	
10/1/99	WISN AM, WLTQ FM	AMFM	Clear Channel		
7/7/00	WEXT FM	Pride Communications	NextMedia		MVP
10/23/00	WZER AM	Catholic Family Radio	Salem		

Minneapolis-St. Paul

2000 ARB Rank:	17	2000 Revenue:	\$175,800,000	Manager's Market Ranking (current):	3.8	
2000 MSA Rank:	13	Rev per Share Point:	\$2,214,106	Manager's Market Ranking (future) :	3.5	
2000 DMA Rank:	13	Population per Station:	100,622			
2000 Rev Rank:	17 of 173	2000 Revenue Change:	8.1%	23	Five-year revenue gain % (95-00):	67.4

Revenue History and Projections

	Radio Revenue History						Radio Revenue Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	105.0	112.4	126.5	142.5	162.7	175.8					
Yearly Growth Rate (95-00): 7.3% assigned											
Projected Revenue Estimates:							182.8	194.7	210.3	229.2	247.6
Revenue per Capita:	38.32	40.43	45.34	50.18	56.49	60.21					
Yearly Growth Rate (95-00): 6.4% assigned											
Projected Revenue per Capita:							61.76	64.90	69.18	74.42	79.36
Resulting Revenue Estimate:							191.4	203.9	220.2	240.0	259.2
Revenue as % of Retail Sales:	0.0028	0.0029	0.0032	0.0034	0.0036	0.0036					
Mean % (95-00) 0.0033											
Resulting Revenue Estimate:							175.0	187.7	200.4	213.0	225.7
MEAN REVENUE ESTIMATE:							183.1	195.4	210.3	227.4	244.2

Population and Demographic Estimates

	Historic						Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	2.740	2.780	2.790	2.840	2.880	2.920	2.960	3.000	3.040	3.080	3.120
Retail Sales (billions):	37.10	38.50	39.90	42.20	45.00	49.20	53.04	56.88	60.72	64.56	68.40

Market Profile

Below-the-Line Listening Shares:	0.3
Unlisted Station Listening:	20.3
Total Lost Listening:	20.6
Available Share Points:	79.4
Number of Viable Stations:	15.5
Average Share Points per Viable Station:	5.1
Rev. per Available Share Point:	\$2,214,106
Estimated Rev. for Mean Station:	\$11,291,941
Average HH Income:	\$60,406
Average Age:	34.1
Average Education:	12.6
Average Home Value:	\$88,400
Population Change (1999-2004):	6.9
Retail Sales Change (1999-2004):	43.5
Cable Penetration:	54.8
Number of Class B or C FMs:	10

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan and all viable stations cooperate. Managers predict 3% to 4% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$175,800,000	20.9	0.0036
Television	\$325,000,000	38.6	0.0066
Newspaper	\$295,000,000	35.0	0.0060
Outdoor	\$31,000,000	3.7	0.0006
Cable TV	\$16,000,000	1.9	0.0003
Media Totals:	\$842,800,000		0.0171

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: KDWB FM, KEEY FM, KFAN AM, KFXN AM, KQQL FM, KTCZ FM, WLLOL FM	\$69,160,000	39.3
2 CBS/Infinity: KSGS AM, WCCO AM, WLTE FM, WXPT FM	\$44,070,000	25.1
3 ABC Inc.: KDIZ AM, KQRS FM, KXXR FM, KZNR FM, KZNT FM, KZNS FM	\$40,850,000	23.2
4 Hubbard Broadcasting, Inc.: KSTP FM, KSTP AM	\$20,370,000	11.6
5 Minnesota Public Radio: KLBB AM, KLBP AM, WMNN AM	\$1,550,000	0.9

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KQRS FM	CL AOR	\$28,800,000	16.4
2 WCCO AM	FS	\$23,900,000	13.6
3 KDWB FM	CHR	\$16,260,000	9.2
4 KEEY FM	C	\$16,220,000	9.2
5 WLTE FM	SAC	\$13,700,000	7.8
6 KQQL FM	O	\$11,370,000	6.5
7 KSTP FM	AC	\$11,240,000	6.4
8 WLLOL FM	CL HITS	\$10,200,000	5.8
9 KSTP AM	T	\$9,130,000	5.2
10 KXXR FM	AOR	\$8,250,000	4.7
11 KTCZ FM	AOR-P	\$7,950,000	4.5
12 KFAN AM	SPRTS	\$7,160,000	4.1
13 WXPT FM	AC/NR	\$5,970,000	3.4
14 KZNR FF	AOR-P	\$3,400,000	1.9
15 KLBB AM	ST	\$1,300,000	0.7
16 KSGS AM	B/AC	\$500,000	0.3
17 KDIZ AM	KIDS	\$400,000	0.2
18 WMNN AM	N	\$250,000	0.1

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	76.2	\$133,878,000	(+7.7)
National:	23.8	\$41,715,000	(+8.5)

Note: Trade equals 2.3% of local. In 1999, it was 2.6%

Minneapolis-St. Paul

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Government	Target	ADC Telecommunications	Lifetouch	Capella Education
High Tech	Honeywell International	Best Buy	Andersen	DC Group
Electronics	UnitedHealth Group	General Mills	Buffets	Go-e-biz.com
Research	Supervalu	Medtronic	Cargill	Hound Dog Products
Farm Machinery	Minnesota Mining & Mfg.	Minnesota Mining & Mfg.	Carlson Cos	Impulse Group
Milling	Best Buy	Northwest Airlines	Genmar Holdings	Jasc Software
Food Processing	Xcel Energy	Saint Paul Co.s	Holiday Cos	QA1 Precision Products
Munitions	Northwest Airlines	Supervalu	Johnson Brothers Wholesale	Teltronic Information Systems
Appliances	U.S. Bancorp	Target	Liquor	U.S. Energy Services
	St. Paul Cos.	TCF Financial	Kraus-Anderson	
	Cenex Harvest States	U.S. Bancorp	MA Mortenson	
	General Mills	UnitedHealth Group	Merrill	
	Medtronic	Xcel Energy		
	Nash Finch			
	Hormel Foods (and more)			

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	90.2	<\$20: 13.7	12-to-24: 20.4
Black:	4.9	\$20-\$49.9: 29.5	25-to-54: 58.5
Amer. Indian:	1.0	\$50-\$99.9: 39.2	55-plus: 21.1
Asian/Pac.Isl.:	3.9	\$100+: 17.6	Non High School Grad: 12.4
Hispanic: *	2.3		High School Grad: 30.8
			College 1-3 years: 29.9
			College 4+ years: 26.9

Viable Stations

KDWB-FM	KEYE-FM	KFAN-AM	KLBB-AM
KQQL-FM	KQRS-FM	KSGS-AM	KSTP-AM
KSTP-FM	KTCZ-FM	KXXR-FM	KZNR-FM
WCCO-AM	WLWL-FM	WLTE-FM	WXPT-FM

Colleges and Universities

	(# of Students)
U. of Minnesota: Twin Cities	40,685
U. of St. Thomas	10,554
Minneapolis Community and Technical Coll.	6,000
U. of Wisconsin-River Falls	5,493
North Hennepin CC	5,106
Metropolitan State U.	4,508
St. Paul Technical Coll. (and more)	3,147
Total Students (FT & PT)	97,560

Best Golf Courses

Interlachen, Hazeltine, " (Chaska, MN)", Somerset CC, Wayzata CC, Minneapolis GC, Minikahda, Woodhill CC

Weather Data

Elevation:	834		
Annual Precipitation:	26.6 in.		
Annual Snowfall:	45.8 in.		
Average Windspeed:	10.6 (NW)		
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	21.2	82.4	53.8
Avg. Min. Temp:	3.2	61.4	34.3
Average Temp:	12.2	71.9	44.1

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KTCA-TV	Minneapolis	2	PBS	Twin Cities PTV	
WCCO-TV	Minneapolis	4	CBS	CBS	
KSTP-TV	St. Paul	5	ABC	Hubbard	
KMSP-TV	Minneapolis	9	UPN	United TV	
KARE	Minneapolis	11	NBC	Gannett	
KTCI-TV	Minneapolis	17	PBS	KTCA	
KMWB	Minneapolis	23	WB	Sinclair	
WFTC	Minneapolis	29	FOX	Clear Channel	
KPXM	St. Cloud	41	PAX	Paxson	Multimedia
KSTC-TV	Minneapolis	45	IND	Hubbard	

Major Daily Newspapers

	AM	PM	Sun	Owner
Star Tribune (Newspaper of the Twin Cities)	336,510		673,528	McClatchy Co.
St. Paul Pioneer Press	204,430		265,625	Knight Ridder

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade	Admin. Support/Clerical	Jul 90: 4.3%
2 Manufac., Durables	Professional	Jul 91: 4.1%
3 Fin., Ins. & Real Estate	Exec., Admin. & Managerial	Jul 92: 3.7%
4 Health Svcs.	Sales	Jul 93: 4%
5 Other Prof. Svcs.	Svc., Exclud. Protective & HH	Jul 94: 2.7%
6 Manufac., Non-Durables	Precis. Produc./Craft/Repair	All of 1995: 2.9%
7 Educational Svcs.	Machine Oprs., Fab., Assemb. & Inspec.	All of 1996: 3.1%
8 Wholesale Trade	Technicians & Support	All of 1997: 2.5%
9 Business & Repair Svcs.	Transportation & Moving	All of 1998: 2.0%
10 Transportation	Handlers, Cleaners, Help., Laborers	All of 1999: 2.2%
Total Metro Employees		
Top 10 Total Employees		

Major Radio Station Sales

Major Radio Station Sales Since 1990

Year	Calls	From	To	Price	(E)
1990	WWTC			\$700,000	
1990	WLOL-F	Emmis	Minn. Public Radio	\$12,000,000	
1991	KNOW	Sold by Minn. Public Radio		\$1,300,000	
1991	WCCO/WLTE-F		CBS	\$50,000,000	
1992	KTCJ, KTCZ-F	Parker	American Media	\$8,025,000	
1992	WBOB-F	Central Baptist Seminary	Colfax	\$10,000,000	
1992	WMIN			\$1,500,000	
1992	WWTC		Children's Broadcasting	\$1,144,000	
1993	KFAN, KEEY-F	Malrite	Shamrock	\$35,000,000	
1993	KLBB	Sold by Spacecom		\$935,000	
1994	KTCJ, KTCZ-F	Amer. Media	Chancellor	\$16,800,000	
1994	KJJO A/F	Park	Tomlin/Knapp	\$15,000,000	
1995	KDWB-F	Midcontinent	Chancellor	\$22,000,000	
1995	KFAN, KEEY-F	Shamrock	Chancellor	\$24,000,000	
1995	WCCO, WLTE-F	CBS	Westinghouse	\$63,000,000	
1995	KQRS A/F, KEGE-F	Cap Cities/ABC	Disney/ABC	\$99,000,000	
1996	KSGS, KMJZ-F	Park	Nationwide	\$22,000,000	
1996	WDGY (630)	Sold by Midcontinent		\$87,000	
1996	KQQL-F	Colfax	Chancellor	\$49,000,000	
1996	KCFE-F (Eden Prairie)		Sold to KLBB, WREV etc. owner	\$3,400,000	
1997	KREV-F, WREV-F, KCFE-F		Disney/ABC	\$20,700,000	
1997	KSGS, KMJZ-F	Nationwide	Jacor	\$30,000,000	
1998	WWTC	Children's	Catholic		
1998	KYCR	Children's	Salem	\$2,700,000	
1998	KSGS/KMJZ-F	Jacor	CBS		
3/15/99	KLBB AM, WLOL AM	Cargill	Minnesota Public Radio		Donation
1/20/00	KARP FM	John Linder	Blue Chip	\$20,000,000	Move-in; licensed to Glencoe, MN
2/16/00	WIXK AM, WIXK FM	Smith Broadcasting	Hubbard Broadcasting		With WIXK-FM; contingent on WIXK-FM upgrade:
				\$27,000,000	
5/11/00	KSMM AM	North Star Broadcasting	Las Americas Corp.	\$750,000	Wychor
10/23/00	WWTC AM	Catholic Family Radio	Salem		
2/8/01	KTTB FM	Blue Chip Broadcasting	Radio One		
	incl. WBLO-FM, bought by Blue Chip from New Albany				

Mobile

2000 ARB Rank:	88	2000 Revenue:	\$20,500,000	Manager's Market Ranking (current):	3.1
2000 MSA Rank:	99	Rev per Share Point:	\$278,533	Manager's Market Ranking (future):	3.0
2000 DMA Rank:	62 (w/Pensacola)	Population per Station:	21,019	21	
2000 Rev Rank:	100 of 173	2000 Revenue Change:	6.2%	Five-year revenue gain % (95-00):	51.9

Revenue History and Projections

	Radio Revenue History					Radio Revenue Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	13.5	14.3	15.6	18.4	19.3	20.5					
Yearly Growth Rate (95-00): 6.0% assigned											
Projected Revenue Estimates:							21.4	22.6	24.2	26.1	28.5
Revenue per Capita:	25.86	27.29	29.49	34.39	35.81	37.82					
Yearly Growth Rate (95-00): 5.4% assigned											
Projected Revenue per Capita:							39.27	41.24	43.92	47.03	51.08
Resulting Revenue Estimate:							22.4	23.7	25.3	27.3	29.8
Revenue as % of Retail Sales:	0.0029	0.0030	0.0031	0.0035	0.0034	0.0034					
Mean % (95-00) 0.0032											
Resulting Revenue Estimate:							20.2	21.2	22.3	23.3	24.3
MEAN REVENUE ESTIMATE:							21.3	22.5	23.9	25.6	27.6

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.522	0.524	0.529	0.535	0.539	0.542	0.545	0.548	0.551	0.555	0.558
Retail Sales (billions):	4.70	4.80	5.00	5.20	5.60	6.00	6.32	6.64	6.96	7.28	7.60

Market Profile

Below-the-Line Listening Shares:	14.0
Unlisted Station Listening:	12.4
Total Lost Listening:	26.4
Available Share Points:	73.6
Number of Viable Stations:	12.5
Average Share Points per Viable Station:	5.9
Rev. per Available Share Point:	\$278,533
Estimated Rev. for Mean Station:	\$1,643,345
Average HH Income:	\$38,288
Average Age:	36.0
Average Education:	12.1
Average Home Value:	\$55,300
Population Change (1999-2004):	3.0
Retail Sales Change (1999-2004):	30.0
Cable Penetration:	74.6
Number of Class B or C FMs:	10

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: WDWG FM, WKSJ FM, WKSJ AM, WMXC FM, WNTM AM, WRKH FM	\$8,620,000	42.0
2 Cumulus Media: WBLX FM, WDLT FM, WDLT AM, WGOK AM, WYOK FM	\$5,920,000	28.9
3 Dittman Group, Inc.: WABB FM, WABB AM	\$3,550,000	17.3
4 American General Media: WAVH FM, WZEW FM	\$1,780,000	8.7
5 Faulkner-Phillips Media, Inc.: WNSP FM	\$310,000	1.5
6 Gulf Coast Broadcasting: WABF AM	\$100,000	0.5

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WKSJ FM	C	\$3,620,000	17.7
2 WABB FM	CHR	\$3,400,000	16.6
3 WBLX FM	B	\$2,700,000	13.2
4 WDLT FM	B/AC	\$2,100,000	10.2
5 WRKH FM	CL AOR	\$1,790,000	8.7
6 WMXC FM	AC	\$1,620,000	7.9
7 WAVH FM	O	\$1,250,000	6.1
8 WNTM AM	T	\$900,000	4.4
9 WDWG FM	C/O	\$660,000	3.2
10 WYOK FM	AC/CHR	\$560,000	2.7
11 WZEW FM	AOR-P	\$530,000	2.6
12 WGOK AM	B/G	\$470,000	2.3
13 WNSP FM	SPRTS	\$310,000	1.5
14 WABB AM	T	\$150,000	0.7
15 WABF AM	ST	\$100,000	0.5

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	80.7	\$16,247,000	(+10.0)
National:	19.3	\$3,885,000	(-8.2)
Note: Trade equals 10.3% of local. It was 8.3% in 1999 and 8.2% in 1998			

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan and all viable stations participate. Managers predict 4% to 5% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$20,500,000	33.6	0.0034
Television	\$40,600,000	66.4	0.0068
Newspaper			
Outdoor			
Cable TV			
Media Totals:	\$61,100,000		0.0102

Note: Use Newspaper and Outdoor estimates with caution. Split DMA with Pensacola. Total TV Revenue for the DMA is estimated to be \$67,500,000.

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Government Shipping Lumber Chemicals Paper				Crown Products

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	70.3	<\$20: 28.7	12-to-24 21.9
Black:	28.4	\$20-\$49.9: 36.7	25-to-54 51.5
Amer. Indian:	0.4	\$50-\$99.9: 26.6	55-plus 26.6
Asian/Pac. Isl.:	0.9	\$100+: 8.0	Non High School Grad: 28.1
Hispanic: *	1.6		High School Grad: 32.4
			College 1-3 years: 23.2
			College 4+ years: 16.3

Viable Stations

WABB-FM	WAVH-FM	WBLX-FM	WDLT-FM
WDWG-FM	WGOK-AM	WKSJ-FM	WMXC-FM
WNSP-FM	WNTM-AM	WRKH-FM	WYOK-FM
WZEW-FM			

Colleges and Universities

	(# of Students)
U. of South Alabama	11,650
Bishop State CC	3,660
James H. Faulkner State CC	2,542
U. of Mobile	1,918
Spring Hill Coll.	1,317
Total Students (FT & PT)	21,087

Best Golf Courses

Lakewood, Craft Farms - Cotton Crk

Weather Data

Elevation:	211		
Annual Precipitation:	63.3 in.		
Annual Snowfall:	0.2 in.		
Average Windspeed:	9.3 (N)		
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	61.1	90.5	77.3
Avg. Min. Temp:	41.3	72.6	54.7
Average Temp:	51.2	81.6	67.4

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WEAR-TV	Pensacola	3	ABC	Sinclair	
WKRQ-TV	Mobile	5	CBS	Media Gen'l	
WALA-TV	Mobile	10	FOX	Emmis	
WBQP	Pensacola	12	IND	Watson	
WPMI	Mobile	15	NBC	Clear Channel	
WSRE	Pensacola	23	PBS	Pensacola Jr. Coll.	
WHBR	Pensacola	33	IND	Christian TV	
WFGX	Ft. Walton Beach	35	WB	Scarlatia	Sinclair
WEIQ	Mobile	42	PBS	AL ETV	Sinclair
WJTC	Pensacola	44	UPN	Mercury TV	Clear
Channel					
WPAN	Ft. Walton Beach	53	IND	Franklin	

Major Daily Newspapers

	AM	PM	Sun	Owner
Mobile Register	94,674		114,826	Newhouse

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade 42,622 18.55%	Admin. Support/Clerical 34,242 14.90%	Jul 92: 8.7%
2 Manufac., Non-Durables 21,644 9.42%	Sales 31,147 13.56%	Jul 93: 8.5%
3 Health Svcs. 20,076 8.74%	Precis. Produc./Craft/Repair 30,321 13.20%	Jul 94: N/A
4 Educational Svcs. 18,416 8.02%	Professional 30,304 13.19%	July 94 Mobile: 6.5%
5 Manufac., Durables 18,138 7.90%	Exec., Admin. & Managerial 24,309 10.58%	July 94 Pnscla: 5.1%
6 Construction 17,930 7.80%	Svc., Exclud. Protective & HH 24,039 10.46%	All of 1995 6.9%
7 Other Prof. Svcs. 14,176 6.17%	Machine Oprs., Fab., Assemb. & Inspec. 15,431 6.72%	All of 1996 5.2%
8 Fin., Ins. & Real Estate 12,043 5.24%	Transportation & Moving 11,825 5.15%	All of 1997 4.9%
9 Wholesale Trade 11,326 4.93%	Handlers, Cleaners, Help., Laborers 9,756 4.25%	All of 1998 3.8%
10 Transportation 11,055 4.81%	Technicians & Support 8,493 3.70%	All of 1999 4.7%
Total Metro Employees 229,735		
Top 10 Total Employees 187,426 81.58%		

Major Radio Station Sales

Major Radio Station Sales Since 1994

Year	Calls	From	To	Price	(E)
1994	WCOA (Pensacola)		Pourtales		
1994	WLPR		WBHY A/F	\$180,000	
1994	WKRQ A/F		Ken Johnson	\$4,460,000	
1994	WGCX-F (Atmore)		Ken Johnson	\$3,300,000	
1994	WTKX A/F (Pensacola)	Holt	Southern	\$950,000	
1994	WTKX (Pensacola)	Sold by Southern		\$100,000	
1995	WXBM-F	Calendar	Patterson	\$9,700,000	
1995	WKSJ-AF, WMYC-F	Sold by Pourtales		\$11,000,000	
1996	WKSJ-AF, WMYC-F	Pourtales	Ken Johnson	\$11,270,000	
1997	WDWG-F, WKSJ-AF, WMXC-F, WNTM, WRKH-F	Ken Johnson	Clear Channel	\$24,000,000	
1997	WDLT-F		Calendar	\$3,400,000	
1997	WAVH-F		Amer. General	\$4,000,000	
1998	WZEW-F	Amer.General	Baldwin (WAVH-F)	\$1,425,000	
1998	WNSP-F		Ken Johnson	\$1,050,000	
1998	WYOK-F		WGOK owner	\$1,000,000	
1998	WYOK-F (facility)	WGOK owner	Clear Channel		
1998	WDWG-F (facility)	Clear Channel	Roberts		
3/2/99	WABF AM		Gulf Coast	Group: \$1,750,000	
3/5/99	WLTV AM		Martin	\$263,750	
3/25/99	WXWY AM	JTL Bcstg.	Gulf Coast Bcstg.	\$224,000	
7/15/99	WBLX FM, WDLT AF	Calendar	Cumulus		
7/26/99	WGOK AM, WYOK FM	Roberds	Cumulus		
				With McAllen stns: \$36,000,000	
				\$5,500,000 Plus assumption of liabilities	

Modesto

2000 ARB Rank:	122	2000 Revenue:	\$22,700,000	Manager's Market Ranking (current):	3.8
2000 MSA Rank:	118	Rev per Share Point:	\$363,782	Manager's Market Ranking (future):	4.0
2000 DMA Rank:	19 (Sacramento)	Population per Station:	20,294	Five-year revenue gain % (95-00):	59.9
2000 Rev Rank:	88 of 173	2000 Revenue Change:	11.8%		

Revenue History and Projections

	Radio Revenue History					Radio Revenue Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	14.2	16.0	16.9	18.4	20.3	22.7					
Yearly Growth Rate (95-00): 6.2% assigned											
Projected Revenue Estimates:							23.6	24.6	26.4	28.7	30.1
Revenue per Capita:	33.57	37.56	39.95	42.49	46.14	50.56					
Yearly Growth Rate (95-00): 5.2% assigned											
Projected Revenue per Capita:							51.53	52.68	55.46	59.18	60.93
Resulting Revenue Estimate:							24.7	25.8	27.6	30.0	31.5
Revenue as % of Retail Sales:	0.0042	0.0044	0.0044	0.0046	0.0047	0.0050					
Mean % (95-00) 0.0046											
Resulting Revenue Estimate:							21.8	22.9	24.0	25.1	26.2
MEAN REVENUE ESTIMATE:							23.4	24.4	26.0	28.0	29.3

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.423	0.426	0.423	0.433	0.440	0.449	0.458	0.467	0.476	0.485	0.494
Retail Sales (billions):	3.40	3.60	3.80	4.00	4.30	4.50	4.74	4.98	5.22	5.46	5.70

Market Profile

Below-the-Line Listening Shares:	17.2
Unlisted Station Listening:	20.4
Total Lost Listening:	37.6
Available Share Points:	62.4
Number of Viable Stations:	14.0
Average Share Points per Viable Station:	4.5
Rev. per Available Share Point:	\$363,782
Estimated Rev. for Mean Station:	\$1,637,019
Average HH Income:	\$39,216
Average Age:	33.2
Average Education:	11.6
Average Home Value:	\$124,300
Population Change (1999-2004):	10.2
Retail Sales Change (1999-2004):	27.0
Cable Penetration:	N/A
Number of Class B or C FMs:	4

Confidence Levels

2000 Revenue Estimates:	Below Normal
2001-to-2005 Revenue Estimates:	Below Normal

Comments: Market reports to Miller, Kaplan although many stations do not participate.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$22,700,000	38.9	0.0050
Television	\$35,600,000	61.1	0.0079
Newspaper			
Outdoor			
Cable TV			
Media Totals:	\$58,300,000		0.0130

Note: Use Newspaper and Outdoor estimates with caution. Split DMA with Sacramento and Stockton. TV revenue is estimate of Modesto's share. Total TV revenue for DMA is \$283,000,000.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Citadel: KATM FM, KDJK FM, KESP AM, KHKK FM, KHOP FM	\$11,500,000	50.7
2 Clear Channel: KFIV AM, KJSN FM, KKME FM, KOSO FM	\$7,140,000	31.5
3 Silverado Broadcasting Co.: KWNN FM	\$1,400,000	6.2
4 Buckley Broadcasting: KHTN FM	\$900,000	4.0
5 Entravision: KDTZ FM, KZMS FM	\$580,000	2.6
6 All American Broadcasting Co.: KBYN FM, KNTO FM	\$530,000	2.3
7 Threshold Communications: KLOC AM, KRVR FM, KVIN AM	\$500,000	2.2
8 Modesto Communications Corp.: KEJC FM	\$455,000	2.0

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KATM FM	C	\$6,700,000	29.5
2 KOSO FM	AC/CHR	\$3,100,000	13.7
3 KJSN FM	SAC	\$3,000,000	13.2
4 KHOP FM	CLAOR	\$2,900,000	12.8
5 KHKK FM	CLAOR	\$1,900,000	8.4
6 KWNN FM	CHR	\$1,400,000	6.2
7 KHTN FM	CHR	\$900,000	4.0
8 KFIV AM	T	\$620,000	2.7
9 KZMS FM	SP-C	\$580,000	2.6
10 KNTO FM	SP-C	\$530,000	2.3
11 KRVR FM	J	\$500,000	2.2
12 KEJC FM	C/O	\$455,000	2.0
13 KKME FM	B/O	\$420,000	1.9

NOTE: Confidence in these figures is low.

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Agribusiness Wines, Brandy			E&J Gallo Winery Foster Farms Save Mart Supermarkets	

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	89.8	<\$20: 26.7	12-to-24 22.3
Black:	1.9	\$20-\$49.9: 40.4	25-to-54 54.2
Amer. Indian:	1.2	\$50-\$99.9: 26.8	55-plus 23.5
Asian/Pac. Isl.:	7.1	\$100+: 6.2	Non High School Grad: 31.7
Hispanic: *	29.1		Precis. Produc./Craft/Repair: 26.2
			High School Grad: 26.2
			College 1-3 years: 29.2
			College 4+ years: 13.0

Viable Stations

KATM-FM	KDJK-FM	KEJC-FM	KFIV-AM
KHKK-FM	KHOP-FM	KHTN-FM	KJSN-FM
KKME-FM	KNTN-FM	KOSO-FM	KRVR-FM
KTRB-AM	KWNN-FM	KZMS-FM	

Colleges and Universities

	(# of Students)
Modesto Junior Coll.	16,940
California State U.: Stanislaus	6,351
Total Students (FT & PT)	23,291

Competitive Media

Major Over the Air Television
See Sacramento

Major Daily Newspapers	AM	PM	Sun	Owner
The Modesto Bee	84,287		91,157	McClatchy Co.

Best Golf Courses

Del Rio CC

Weather Data

NO WEATHER DATA AVAILABLE
See Sacramento for an approximation

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade 30,556 16.93%	Admin. Support/Clerical 26,031 14.43%	Jul 90: 10.9%
2 Manufac., Non-Durables 19,467 10.79%	Precis. Produc./Craft/Repair 25,347 14.05%	Jul 91: 14.8%
3 Construction 15,274 8.46%	Sales 21,255 11.78%	Jul 92: 13.7%
4 Health Svcs. 14,591 8.09%	Professional 19,608 10.87%	Jul 93: 16.1%
5 Educational Svcs. 13,957 7.73%	Svc., Exclud. Protective & HH 18,216 10.10%	Jul 94: 14.5%
6 Agri., Forestry & Fisheries 13,895 7.70%	Exec., Admin. & Managerial 17,882 9.91%	All of 1995: 15.5%
7 Manufac., Durables 13,526 7.50%	Machine Oprs., Fab., Assemb. & Inspec. 12,708 7.04%	All of 1996: 14.1%
8 Fin., Ins. & Real Estate 9,977 5.53%	Farming, Forestry & Fishing 10,910 6.05%	All of 1997: 13.0%
9 Other Prof. Svcs. 9,566 5.30%	Transportation & Moving 10,220 5.66%	All of 1998: 12.2%
10 Wholesale Trade 7,870 4.36%	Handlers, Cleaners, Help., Laborers 8,710 4.83%	All of 1999: 10.6%
Total Metro Employees 180,443		
Top 10 Total Employees 148,679 82.40%		

Major Radio Station Sales

Major Radio Station Sales Since 1994

Year	Calls	From	To	Price	(E)
1994	KVFX-F (Manteca)		Comm. Pacific	\$1,400,000	
1994	KMIX A/F (Turlock)	Radio Assoc.	Silverado	\$1,500,000	
1996	KDJK-F	Mondosphere	Citadel	\$5,000,000	
1996	KLOC, KTDO-F		Silverado	\$1,450,000	
1996	KFIV	Comm. Pacific	Capstar	\$1,400,000	
1996	KJSN-F	Comm. Pacific	Capstar	\$5,600,000	
1997	KOSO-F		Capstar	\$6,800,000	
1997	KLOC, KTDO-F	Silverado	Z-Spanish		
1998	KZMS-F		Z-Spanish	\$3,000,000	
3/25/99	KEJC FM		E. & D. Cardoza	\$67,516 (52%)	
2/15/00	KTRB AM	Bessie Grillos	Pappas Radio of CA	\$5,255,049	
4/21/00	KLOC AM, KTDO FM, KZMS FM	Z-Spanish	Entravision		
6/21/00	KLOC AM	Entravision	Z-Spanish Trust		
3/28/01	KLOC AM	Z-Spanish Trust	Threshold Communications		

Monterey-Salinas-Santa Cruz

2000 ARB Rank:	74	2000 Revenue:	\$21,400,000	Manager's Market Ranking (current):	2.3
2000 MSA Rank:	128	Rev per Share Point:	\$351,396	Manager's Market Ranking (future) :	2.5
2000 DMA Rank:	118	Population per Station:	21,012		
2000 Rev Rank:	94 of 173	2000 Revenue Change:	22.3%	Five-year revenue gain % (95-00):	57.4

Revenue History and Projections

	Radio Revenue History					Radio Revenue Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	13.6	14.0	15.1	16.6	17.5	21.4					
Yearly Growth Rate (95-00): 5.1% assigned											
Projected Revenue Estimates:							22.4	23.7	25.1	27.1	29.3
Revenue per Capita:	21.73	22.29	23.93	26.10	26.92	32.47					
Yearly Growth Rate (95-00): 4.5% assigned											
Projected Revenue per Capita:							33.53	35.01	36.59	38.94	41.56
Resulting Revenue Estimate:							23.5	24.8	26.3	28.4	30.7
Revenue as % of Retail Sales:	0.0024	0.0024	0.0024	0.0026	0.0025	0.0030					
Mean % (95-00) 0.0026											
Resulting Revenue Estimate:							20.1	21.4	22.8	24.1	25.5
MEAN REVENUE ESTIMATE:							22.0	23.3	24.7	26.5	28.5

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.626	0.628	0.631	0.636	0.650	0.659	0.668	0.677	0.686	0.696	0.705
Retail Sales (billions):	5.70	5.90	6.20	6.50	6.90	7.20	7.72	8.24	8.76	9.28	9.80

Market Profile

Below-the-Line Listening Shares:	25.4
Unlisted Station Listening:	13.7
Total Lost Listening:	39.1
Available Share Points:	60.9
Number of Viable Stations:	18.5
Average Share Points per Viable Station:	3.3
Rev. per Available Share Point:	\$351,396
Estimated Rev. for Mean Station:	\$1,159,607
Average HH Income:	\$54,589
Average Age:	N/A
Average Education:	N/A
Average Home Value:	\$228,200
Population Change (1999-2004):	7.1
Retail Sales Change (1999-2004):	34.5
Cable Penetration:	77.3
Number of Class B or C FMs:	5

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: KDON FM, KMJO FM, KOCN FM, KTOM FM, KTOM AM, KTXS AM	\$6,760,000	31.6
2 New Wave Communications: KBTU FM, KCDU FM, KHIP FM, KMBY FM, KPIG FM	\$3,143,000	14.7
3 Entravision: KCTY/KRAY AF, KHMZ FM, KHNZ FM, KLOK FM, KRAY FM, KSES AM, KSES FM, KTGE AM, KZSL FM	\$3,140,000	14.7
4 Buckley Broadcasting: KIDD AM, KWAV FM	\$2,710,000	12.7
5 Hispanic Broadcasting: KZOL FM	\$1,100,000	5.1
6 J & M Broadcasting Co.: KBOQ FM	\$1,073,000	5.0
7 Zwerling Broadcasting System, Ltd.: KOMY AM, KSCO AM	\$525,000	2.5
8 Farmworker Educational Radio: KSEA FM	\$410,000	1.9
9 Bi-Coastal Broadcasting: KTEE FM	\$195,000	0.9

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KWAV FM	AC	\$2,310,000	10.8
2 KTOM FM	C	\$2,220,000	10.4
3 KDON FM	CHR	\$2,160,000	10.1
4 KLOK FM	SP-R	\$1,800,000	8.4
5 KPIG FM	AOR-P	\$1,474,000	6.9
6 KOCN FM	O	\$1,274,000	6.0
7 KZOL FM	SP-R	\$1,100,000	5.1
8 KBOQ FM	CL	\$1,073,000	5.0
9 KMJO FM	AOR	\$1,000,000	4.7
10 KCTY/KRAY AFSP-R		\$800,000	3.7
11 KCDU FF	AC/NR	\$700,000	3.3
12 KBTU FM	CHR/U	\$529,000	2.5
13 KSCO AM	T	\$525,000	2.5
14 KMBY FM	AOR-NR	\$440,000	2.1
15 KSEA FM	SP-R	\$410,000	1.9
16 KIDD AM	ST	\$400,000	1.9
17 KTGE AM	SP	\$350,000	1.6
18 KSES FM	SP-C	\$240,000	1.1
19 KHMZ FM	B/O	\$200,000	0.9
20 KTEE FM	AOR-P	\$195,000	0.9

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	72.8	\$10,115,000	(+23.6)
National:	27.2	\$3,779,000	(+30.4)
Note: Trade equals 10.7% of local. In 1999, it was 12.1% and in 1998, it was 10.2%			

Confidence Levels

2000 Revenue Estimates:	Below Normal
2001-to-2005 Revenue Estimates:	Below Normal

Comments: Market reports revenue to Miller, Kaplan. Many stations do not cooperate including: KZOL-F (primary area is San Jose), KLOK-F, KSEA-F, KRAY-F, KSCO, KTGE, KRML, KLXM-F and others. Basically the M/K reports only cover the Anglo stations. Our revenue estimates cover all stations.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$21,400,000	18.8	0.0030
Television	\$47,000,000	41.2	0.0065
Newspaper	\$37,000,000	32.4	0.0051
Outdoor	\$4,500,000	3.9	0.0006
Cable TV	\$4,200,000	3.7	0.0006
Media Totals:	\$114,100,000		0.0158

Note: Use Newspaper and Outdoor estimates with caution.

Monterey-Salinas-Santa Cruz

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Food Processing Fishing Tourism	Seagate Technology	285		

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education

Viable Stations

KBOQ-FM	KBTU-FM	KCDU-FM	KCTY-AM
KDON-FM	KIDD-AM	KLOK-FM	KMBY-FM
KMJO-FM	KOCN-FM	KPIG-FM	KRAY-FM
KSCO-AM	KSEA-FM	KSES-FM	KTGE-AM
KTOM-FM	KWAV-FM	KZOL-FM	

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KSBW	Salinas	8	NBC	Hearst-Argyle	
KNTV	San Jose	11	ABC	Granite	
KCBA-TV	Salinas	35	FOX	Seal Rock	Ackerley
KION-TV	Monterey	46	CBS	Ackerley	Ackerley
KSMS-TV	Salinas	67	UNI	Entravision	

Colleges and Universities

(# of Students)

U. of California: Santa Cruz	10,942
Monterey Peninsula Coll.	10,500
Hartnell Coll.	8,200
Monterey Inst. of International Studies	769
Heald Business College-Salinas	457
Total Students (FT & PT)	30,868

Major Daily Newspapers

	AM	PM	Sun	Owner
The Monterey County Herald	35,077		37,947	Knight Ridder
Santa Cruz County Sentinel (Ottaway Newspapers Inc.)	27,014		29,582	Dow Jones & Co. Inc.
Salinas Californian	19,409			Gannett Co. Inc.

Best Golf Courses

Pebble Beach, Spyglass Hill, Cypress Point, Spanish Bay, Pasatiempo (S.Cruz), Poppy Hills

Weather Data

NO WEATHER DATA AVAILABLE.

Employment Breakdowns

By Industry	By Occupation	Unemployment
		Aug 85: 8.4%
		Aug 86: 7.4%
		Aug 87: 6.2%
		Aug 88: N/A
		Jul 89: N/A
		Jul 90: N/A
		Jul 91: 8.1%
		Jul 92: 8.8%
		Jul 93: 10.7%
		Jul 94: 9.4%

Major Radio Station Sales

Major Radio Station Sales Since 1994

Year	Calls	From	To	Price	(E)
1994	KXDC-F		KMXZ-F owner	\$800,000	
1994	KIDD		Buckley	\$200,000	
1994	99.5 CP	Mt. Wilson	KSUR owner	\$925,000	
1995	KMBY (Capitola)	Sold by AT&T Finance		\$425,000	
1995	KPIG-F (Freedom)			\$1,000,000	
1995	KAXT-F, KXDC		KPIG owner	\$2,500,000	
1995	KIEZ			\$375,000	
1996	KMBY-F			\$525,000	
1996	KIEZ (540)			\$217,000	
1996	FM CP		Sold to KCTY, KRAY-F owner	\$295,000	
1997	KDON-AF, KRQC-F	Henry	Lartigue	\$8,250,000	
1997	KOCN-F		Lartigue	\$6,500,000	
1997	KLUE-F		Amer. Radio Sys.	\$2,000,000	
1997	KTOM-AF	Magic	Lartigue	\$8,000,000	
1997	KOMY		KSCO owner		
1997	KIEZ			\$250,000	
1997	KCDU-F, KPIG-F, KXDC-F		New Wave	\$5,300,000	
1997	KDON AM, KOCN FM, KRQC FM, KTOM AM, KTOM FM, KTXX AM	Lartigue	Clear Channel	\$23,200,000	
1997	KMBY-F		New Wave	\$1,850,000	
1997	FM CP		New Wave	\$35,000	
1998	KIEZ		KNRY owner	\$300,000	
1998	KTGE/KLFA-F		Z-Spanish	\$1,600,000	
1/6/99	KCTY AM, KLXM FM, KRAY FM		Z-Spanish	\$4,500,000	
12/29/99	KLUE FM	CBS/Infinity	Z-Spanish	\$315,000	
1/19/00	KIEZ AM	Wagenvoord	Rodriguez	\$700,000	
1/31/00	KLOK FM, KSES AM, KSES FM	EXCL	Entravision	Group transaction: \$250,000,000	
4/21/00	KCTY AM	Z-Spanish	Entravision		
4/21/00	KHMZ FM	Entravision	Trust		
4/21/00	KHMZ FM, KHNZ FM, KRAY FM, KTGE AM, KZSL FM		Z-Spanish		
6/21/00	KCTY AM, KTGE AM	Entravision	Z-Spanish Trust		

Montgomery

2000 ARB Rank:	142	2000 Revenue:	\$16,000,000	Manager's Market Ranking (current):	2.8
2000 MSA Rank:	154	Rev per Share Point:	\$203,562	Manager's Market Ranking (future):	3.0
2000 DMA Rank:	116	Population per Station:	15,671	17	
2000 Rev Rank:	120 of 173	2000 Revenue Change:	6.0%	Five-year revenue gain % (95-00):	42.9

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	11.2	12.2	13.1	14.1	15.1	16.0					
Yearly Growth Rate (95-00): 6.0% assigned											
Projected Revenue Estimates:							16.7	17.8	19.0	20.6	21.9
Revenue per Capita:	35.11	38.13	40.56	43.65	46.75	49.38					
Yearly Growth Rate (95-00): 4.8% assigned											
Projected Revenue per Capita:							51.39	54.60	58.10	62.81	66.57
Resulting Revenue Estimate:							17.5	18.6	19.9	21.6	22.9
Revenue as % of Retail Sales:	0.0037	0.0039	0.0041	0.0041	0.0042	0.0040					
Mean % (95-00) 0.0040											
Resulting Revenue Estimate:							16.6	17.1	17.7	18.2	18.8
MEAN REVENUE ESTIMATE:							16.9	17.9	18.9	20.1	21.2

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.319	0.320	0.323	0.323	0.323	0.324	0.325	0.326	0.327	0.328	0.329
Retail Sales (billions):	3.00	3.10	3.20	3.40	3.60	4.00	4.14	4.28	4.42	4.56	4.70

Market Profile

Below-the-Line Listening Shares:	4.8
Unlisted Station Listening:	16.6
Total Lost Listening:	21.4
Available Share Points:	78.6
Number of Viable Stations:	11.5
Average Share Points per Viable Station:	6.8
Rev. per Available Share Point:	\$203,562
Estimated Rev. for Mean Station:	\$1,384,222
Average HH Income:	\$39,553
Average Age:	34.4
Average Education:	12.1
Average Home Value:	\$61,500
Population Change (1999-2004):	1.5
Retail Sales Change (1999-2004):	26.7
Cable Penetration:	69.1
Number of Class B or C FMs:	7

Confidence Levels

2000 Revenue Estimates:	Below Normal
2001-to-2005 Revenue Estimates:	Below Normal

Comments: Managers predict 3% to 5% revenue gain in 2001. Market does not report revenue to accountant.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$16,000,000	18.5	0.0040
Television	\$32,800,000	37.9	0.0082
Newspaper	\$31,700,000	36.6	0.0079
Outdoor	\$3,600,000	4.2	0.0009
Cable TV	\$2,500,000	2.9	0.0006
Media Totals:	\$86,600,000		0.0217

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Cumulus Media: WHHY FM, WLWI FM, WLWI AM, WMSP AM, WMXS FM, WNZZ AM, WAFX FM	\$8,150,000	50.9
2 Clear Channel: WMCZ FM, WQLD FM, WZHT FM	\$4,800,000	30.0
3 Deep South Broadcasting, Inc.: WBAM FM	\$870,000	5.4
4 Montgomery Broadcast Properties: WACV AM, WQKS FM	\$780,000	4.9
5 Vision Communications: WJWZ FM	\$600,000	3.8
6 Sunshine 16 Radio Network, Inc.: WXVI AM	\$295,000	1.8
7 J & W Promotions, Inc.: WAPZ AM	\$120,000	0.8

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WLWI FM	C	\$4,200,000	26.3
2 WZHT FM	B	\$2,700,000	16.9
3 WAFX FM	AOR	\$1,300,000	8.1
4 WMXS FM	AC	\$1,200,000	7.5
5 WQLD FM	O	\$1,150,000	7.2
6 WMCZ FM	B/AC	\$950,000	5.9
7 WHHY FM	CHR	\$900,000	5.6
8 WBAM FM	CHR	\$870,000	5.4
9 WJWZ FM	B	\$600,000	3.8
10 WACV AM	T	\$510,000	3.2
11 WXVI AM	B/G	\$295,000	1.8
12 WQKS FM	CL HITS	\$270,000	1.7
13 WMSP AM	SPRTS	\$260,000	1.6
14 WNZZ AM	ST	\$150,000	0.9
15 WLWI AM	N	\$140,000	0.9
16 WAPZ AM	B/G	\$120,000	0.8

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Government Military Agribusiness Clothing Food Processing				

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	62.0	<\$20: 26.2	12-to-24 22.6
Black:	37.0	\$20-\$49.9: 36.1	25-to-54 52.9
Amer. Indian:	0.2	\$50-\$99.9: 28.7	55-plus 24.5
Asian/Pac. Isl.:	0.7	\$100+: 9.0	Non High School Grad: 25.6
Hispanic: *	1.2		High School Grad: 27.3
			College 1-3 years: 24.8
			College 4+ years: 22.3

Viable Stations

WACV-AM	WBAM-FM	WHHY-FM	WJWZ-FM
WLWI-FM	WMCZ-FM	WMSP-AM	WMXS-FM
WQKS-FM	WQLD-FM	WXFX-FM	WXVI-AM
WZHT-FM			

Colleges and Universities

	(# of Students)
Troy State U.	6,372
Alabama State U.	5,463
Auburn U. at Montgomery	5,224
Troy State U. in Montgomery	3,137
Faulkner U.	2,524
George C. Wallace State CC at Selma	1,620
John M. Patterson State Technical Coll. (and more)	1,082
Total Students (FT & PT)	27,796

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WAKA	Selma	8	CBS	Bahakel	
WSFA	Montgomery	12	NBC	Cosmos	
WCOV-TV	Montgomery	20	FOX	Woods	
WAIQ	Montgomery	26	PBS	AL ETV	
WNCB	Montgomery	32	ABC	Bcst Mngmt	

Major Daily Newspapers

	AM	PM	Sun	Owner
Montgomery Advertiser	54,142		69,108	Gannett Co. Inc.

Best Golf Courses

Montgomery CC, Wynn Lakes, Lagoon Park

Weather Data

NO WEATHER DATA AVAILABLE.

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade 25,743 17.70%	Admin. Support/Clerical 26,220 18.03%	Jul 90: 6.4%
2 Public Administration 16,653 11.45%	Professional 20,800 14.30%	Jul 91: 6.1%
3 Educational Svcs. 12,313 8.46%	Sales 19,204 13.20%	Jul 92: 7.1%
4 Health Svcs. 11,906 8.18%	Exec., Admin. & Managerial 18,393 12.64%	Jul 93: 7.2%
5 Manufac., Durables 10,795 7.42%	Svc., Exclud. Protective & HH 14,315 9.84%	Jul 94: 5.2%
6 Fin., Ins. & Real Estate 10,068 6.92%	Precis. Produc./Craft/Repair 14,313 9.84%	All of 1995 5.6%
7 Construction 9,987 6.87%	Machine Oprs., Fab., Assemb. & Inspec. 8,282 5.69%	All of 1996 4.1%
8 Other Prof. Svcs. 9,587 6.59%	Transportation & Moving 6,121 4.21%	All of 1997 4.2%
9 Manufac., Non-Durables 8,089 5.56%	Handlers, Cleaners, Help., Laborers 5,923 4.07%	All of 1998 3.2%
10 Business & Repair Svcs. 6,616 4.55%	Technicians & Support 5,379 3.70%	All of 1999 3.7%
Total Metro Employees 145,464		
Top 10 Total Employees 121,757 83.70%		

Major Radio Station Sales

Major Radio Station Sales Since 1994

Year	Calls	From	To	Price	(E)
1994	WXFX-F (Prattville)	Sold by Paul Downs		\$1,580,000	
1994	WHHY A/F			\$2,600,000	
1994	WHHY A/F 80%		Ventura Ent.	\$3,200,000	
1995	WHHY A/F			\$7,100,000	
1995	WXFX-F (Prattville)	Downs	WHHY owner	\$1,650,000	
1996	WMCZ-F, WZHT-F		Benchmark	\$17,750,000	
1996	WMCZ-F, WZHT-F	Benchmark	Capstar	\$18,500,000	
1998	WLWI-F	Colonial	Cumulus	\$12,300,000	
1998	WLZZ	Colonial	Cumulus	\$800,000	
1998	WMSP	Colonial	Cumulus	\$400,000	
1998	WMXS-F	Colonial	Cumulus	\$4,000,000	
1998	WICE-F (CP) 51%			\$375,000	
1998	WHYY/WJCC-F/WXFX-F	McDonald	Cumulus		
1998	WMCZ FM, WQLD FM, WZHT FM		Capstar		AMFM
10/1/99	WMCZ FM, WQLD FM, WZHT FM		AMFM		Clear Channel
9/12/00	WHHY FM, WLWI AM, WXFX FM	Cumulus	Cumulus		

Nashville

2000 ARB Rank:	43	2000 Revenue:	\$76,400,000	Manager's Market Ranking (current):	3.1
2000 MSA Rank:	49	Rev per Share Point:	\$861,330	Manager's Market Ranking (future) :	3.3
2000 DMA Rank:	31	Population per Station:	31,652	31	
2000 Rev Rank:	37 of 173	2000 Revenue Change:	12.2%	Five-year revenue gain % (95-00):	57.9

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	48.4	52.8	58.1	63.2	68.1	76.4					
Yearly Growth Rate (95-00): 7.3% assigned											
Projected Revenue Estimates:							79.8	85.0	91.0	98.3	105.6
Revenue per Capita:	43.60	46.73	50.52	54.02	57.71	63.99					
Yearly Growth Rate (95-00): 6.0% assigned											
Projected Revenue per Capita:							66.06	69.56	73.63	78.64	83.54
Resulting Revenue Estimate:							83.6	89.0	95.3	102.9	110.6
Revenue as % of Retail Sales:	0.0033	0.0034	0.0036	0.0037	0.0037	0.0039					
Mean % (95-00): 0.0036											
Resulting Revenue Estimate:							77.3	83.6	89.9	96.3	102.6
MEAN REVENUE ESTIMATE:							80.2	85.9	92.1	99.2	106.3

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	1.110	1.130	1.150	1.170	1.180	1.194	1.208	1.222	1.236	1.250	1.264
Retail Sales (billions):	14.50	15.40	16.00	17.00	18.40	19.70	21.46	23.22	24.98	26.74	28.50

Market Profile

Below-the-Line Listening Shares:	0.0
Unlisted Station Listening:	11.3
Total Lost Listening:	11.3
Available Share Points:	88.7
Number of Viable Stations:	18.5
Average Share Points per Viable Station:	4.8
Rev. per Available Share Point:	\$861,330
Estimated Rev. for Mean Station:	\$4,134,384
Average HH Income:	\$50,867
Average Age:	35.9
Average Education:	11.9
Average Home Value:	\$76,000
Population Change (1999-2004):	5.9
Retail Sales Change (1999-2004):	45.3
Cable Penetration:	63.2
Number of Class B or C FMs:	13

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: WLAC AM, WNRQ FM, WRVW FM, WSIX FM, WZTO FM	\$27,730,000	36.3
2 South Central Communications: WJXA FM, WRMX FM	\$12,200,000	16.0
3 Gaylord: WSM FM, WSM AM, WWTN FM	\$12,100,000	15.8
4 Citadel: WGFX FM, WKDF FM	\$8,600,000	11.3
5 Midwestern Broadcasting Co.: WNPL FM, WQKQ FM, WRQQ FM, WVOL AM	\$8,265,000	10.8
6 Cromwell Group: WQZQ FM, WZPC FM	\$3,125,000	4.1
7 Tuned In Broadcasting: WDBL AM, WDBL FM, WRLG FM, WRLT FM, WYYB FM	\$1,550,000	2.0
8 Great Southern Bcstg Co., Inc.: WAMB AM	\$370,000	0.5

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WSIX FM	C	\$8,930,000	11.7
2 WNRQ FM	CL AOR	\$8,760,000	11.5
3 WRVW FM	CHR	\$6,900,000	9.0
4 WJXA FM	SAC	\$6,800,000	8.9
5 WQKQ FM	B	\$6,600,000	8.6
6 WSM FM	C/FS	\$6,300,000	8.2
7 WRMX FM	O	\$5,400,000	7.1
8 WGFX FM	CL HITS	\$4,400,000	5.8
9 WKDF FM	C	\$4,200,000	5.5
10 WWTN FM	T	\$3,400,000	4.5
11 WSM AM	C	\$2,400,000	3.1
12 WZPC FM	AOR-NR	\$2,300,000	3.0
13 WLAC AM	T	\$2,290,000	3.0
14 WRLT FF	AOR-P	\$1,550,000	2.0
15 WNPL FM	B/O	\$860,000	1.1
16 WZTO FM	REL-CC	\$850,000	1.1
17 WQZQ FM	CHR/U	\$825,000	1.1
18 WVOL AM	B/G	\$475,000	0.6
19 WAMB AM	ST	\$370,000	0.5
20 WRQQ FM	AC/CHR	\$330,000	0.4

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	84.0	\$62,119,000	(+15.2)
National:	16.0	\$11,815,000	(-1.4)

Note: Trade equals 3.8% of local. It was 5.1% in 1999.

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. WVOL, WAMB, WRQQ-F and others do not cooperate.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$76,400,000	21.9	0.0039
Television	\$142,000,000	40.8	0.0072
Newspaper	\$109,000,000	31.3	0.0055
Outdoor	\$12,800,000	3.7	0.0006
Cable TV	\$8,000,000	2.3	0.0004
Media Totals:	\$348,200,000		0.0177

Note: Use Newspaper and Outdoor estimates with caution.

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Music Recording Tourism Chemicals Printing Financial Insurance Glass	HCA Dollar General	119 375	Dollar General HCA-The Healthcare Co.	Doane Pet Care Enterprises Iasis Healthcare Ingram Entertainment Holdings Ingram Industries Franklin American Mortgage NationLink Wireless PayMaxx SmartDM

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	82.5	<\$20: 18.4	12-to-24 21.2
Black:	15.7	\$20-\$49.9: 32.2	25-to-54 56.2
Amer. Indian:	0.2	\$50-\$99.9: 34.5	55-plus 22.6
Asian/Pac. Isl.:	1.6	\$100+: 14.9	Non High School Grad: 25.3
Hispanic: *	1.4		High School Grad: 29.1
			College 1-3 years: 23.8
			College 4+ years: 21.7

Viable Stations

WAMB-AM	WGFX-FM	WJXA-FM	WKDF-FM
WLAC-AM	WNPL-FM	WNRQ-FM	WQQK-FM
WQZQ-FM	WRLT-FF	WRMX-FM	WRQQ-FM
WRVW-FM	WSIX-FM	WSM-AM	WSM-FM
WVOL-AM	WWTN-FM	WZPC-FM	WZTO-FM

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WKRN-TV	Nashville	2	ABC	Young	
WSMV	Nashville	4	NBC	Meredith	
WTVF	Nashville	5	CBS	Landmark	
WNPT	Nashville	8	PBS	Nash. PTV	
WZTV	Nashville	17	FOX	Sullivan	Sinclair
WNPX	Cookeville	28	PAX	Paxson	
WUXP	Nashville	30	UPN	Mission	Sinclair
WHTN	Murfreesboro	39	IND	Christian	
WNAB-TV	Nashville	58	WB	Lambert	
WJFB	Lebanon	66	IND	Bryant	

Major Daily Newspapers

	AM	PM	Sun	Owner
The Tennessean	187,618		267,393	Gannett Co. Inc.

Colleges and Universities

	(# of Students)
Middle Tennessee State U.	18,355
Vanderbilt U.	9,952
Tennessee State U.	8,404
Volunteer State CC	5,173
Nashville State Technical Inst.	3,578
Columbia State CC	3,486
Belmont U.	2,963
(and more)	
Total Students (FT & PT)	59,151

Best Golf Courses

Hermitage, Belle Meade, Richland CC

Weather Data

Elevation:	590		
Annual Precipitation:	48.6 in.		
Annual Snowfall:	10.9 in.		
Average Windspeed:	7.9 (S)		
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	47.6	90.2	70.1
Avg. Min. Temp:	29.0	69.0	48.7
Average Temp:	38.3	79.6	59.4

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade	104,930	17.22%
2 Manufac., Durables	62,616	10.28%
3 Health Svcs.	54,430	8.93%
4 Manufac., Non-Durables	46,268	7.60%
5 Fin., Ins. & Real Estate	46,244	7.59%
6 Educational Svcs.	42,761	7.02%
7 Construction	39,071	6.41%
8 Other Prof. Svcs.	38,336	6.29%
9 Wholesale Trade	31,835	5.23%
10 Transportation	29,218	4.80%
	Admin. Support/Clerical	103,161 16.93%
	Professional	83,049 13.63%
	Sales	82,158 13.49%
	Exec., Admin. & Managerial	81,711 13.41%
	Precis. Produc./Craft/Repair	66,668 10.94%
	Svc., Exclud. Protective & HH	59,667 9.79%
	Machine Oprs., Fab., Assemb. & Inspec.	41,556 6.82%
	Transportation & Moving	25,257 4.15%
	Handlers, Cleaners, Help., Laborers	23,866 3.92%
	Technicians & Support	21,722 3.57%
Total Metro Employees	609,184	
Top 10 Total Employees	495,709	81.37%
	Jul 90:	3.7%
	Jul 91:	4.9%
	Jul 92:	5.2%
	Jul 93:	4.1%
	Jul 94:	3.1%
	All of 1995	3.4%
	All of 1996	3.3%
	All of 1997	3.5%
	All of 1998	2.7%
	All of 1999	2.7%

Nashville

Major Radio Station Sales

Major Radio Station Sales Since 1990

From	To	Price	(E)	
1990	WYHY-F	Jacor	Legacy	\$11,000,000
1990	WSIX-AM	Sold by Capstar		\$600,000
1991	WGFX-F	Sold by Capitol (Johnson) (Cncld)		\$3,500,000
1992	WHNK, WRLT-F (Madison)	Sold by receiver		\$505,000
1992	WGFX-F		Dick	\$4,500,000
1993	WLAC A/F	Fairmont	Keymarket	\$11,600,000
1993	WRMX-F (Murfreesboro)	Signature	South Central	\$6,500,000
1994	WYHY-F	Legacy	SFX	\$4,000,000
1995	WWTN-F (Manchester)		Gaylord	\$3,800,000
1995	WJCE-F, WLAC A/F	Keymarket	River City	\$26,000,000
1995	WKDA	Sold by Dick		\$325,000
1996	WLAC-AF, WJCE-F	River City	Sinclair Bcst Gp	
1997	WDBL-AF (Springfield)		Sold to WRLG-F, WYYB-F owner	\$580,000
1997	WVOL, WQK-F		Dickey	\$13,800,000
1997	WRVW-F	SFX	Hicks/Chancellor	\$23,000,000
1997	WSIX-F	SFX	Hicks/Chancellor	\$98,000,000
1997	WLAC-AF, WJZC-F	Sinclair Bcst Gp	Hicks/Chancellor	\$35,000,000
1998	WLAC	From Hicks, Muse	Dick	
1998	WKDA		Mortenson	\$600,000
1/22/99	WNPL FM		Midwestern	\$1,580,000
5/13/99	WHEW AM	AJ Commun.	SG Commun.	\$208,398
1/10/00	WBOZ FM, WVRY FM	Reach Satellite Network	Salem	With WVRY-FM, Reach Network: \$3,100,000
1/12/00	WVOL AM	Heidelberg Broadcasting	Midwestern	WVOL + \$11,000,000 for WRQQ
1/12/00	WRQQ FM	Midwestern	Heidelberg Broadcasting	\$11,000,000 + WVOL
3/6/00	WYXE AM	Jon Gary Enterprises	Richard Deck, Jr.	\$50,000
5/9/00	WGFX FM, WKDF FM	Dick	Citadel	

Cancelled

Nassau-Suffolk (Long Island)

2000 ARB Rank:	17	2000 Revenue:	\$56,700,000	Manager's Market Ranking (current):	2.8
2000 MSA Rank:	16	Rev per Share Point:	\$1,968,750	Manager's Market Ranking (future) :	3.0
2000 DMA Rank:	1 (New York)	Population per Station:	175,885		
2000 Rev Rank:	44 of 173	2000 Revenue Change:	21.9%	Five-year revenue gain % (95-00):	53.2

Revenue History and Projections

	Radio Revenue History					Radio Revenue Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	37.0	38.0	41.0	41.9	46.5	56.7					
Yearly Growth Rate (95-00): 4.9% assigned											
Projected Revenue Estimates:							57.7	61.1	64.7	67.9	72.0
Revenue per Capita:	13.96	14.29	15.36	15.63	17.22	20.88					
Yearly Growth Rate (95-00): 4.5% assigned											
Projected Revenue per Capita:							21.12	22.23	23.41	24.42	25.75
Resulting Revenue Estimate:							60.4	64.0	67.7	71.1	75.4
Revenue as % of Retail Sales:	0.0011	0.0011	0.0011	0.0011	0.0012	0.0014					
Mean % (95-00) 0.0012											
Resulting Revenue Estimate:							52.5	55.2	58.0	60.8	63.6
MEAN REVENUE ESTIMATE:							56.9	60.1	63.5	66.6	70.3

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	2.650	2.660	2.670	2.680	2.700	2.716	2.732	2.748	2.764	2.780	2.796
Retail Sales (billions):	32.40	34.90	36.20	38.10	39.90	41.40	43.72	46.04	48.36	50.68	53.00

Market Profile

Below-the-Line Listening Shares:	60.1
Unlisted Station Listening:	11.1
Total Lost Listening:	71.2
Available Share Points:	28.8
Number of Viable Stations:	11.5
Average Share Points per Viable Station:	2.5
Rev. per Available Share Point:	\$1,968,750
Estimated Rev. for Mean Station:	\$4,921,875
Average HH Income:	\$80,097
Average Age:	38.4
Average Education:	13.0
Average Home Value:	\$187,000
Population Change (1999-2004):	3.0
Retail Sales Change (1999-2004):	27.0
Cable Penetration:	N/A
Number of Class B or C FMs:	2

Confidence Levels

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$56,700,000	100.0	0.0014
Television			
Newspaper			
Outdoor			
Cable TV			
Media Totals:	\$56,700,000		0.0014

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Cox Radio: WBAB FM, WBLI FM, WHFM FM	\$17,600,000	31.0
2 Clear Channel: WALK FM, WALK AM	\$16,700,000	29.5
3 Barnstable: WBZO FM, WFOG AM, WGSM AM, WHLI AM, WKJY FM, WMJC FM, WRCN FM	\$15,500,000	27.3
4 Jarad Broadcasting Co., Inc.: WDRE FM, WLIR FM, WXXP FM	\$5,000,000	8.8
5 Long Island Multimedia, LLC: WLUX AM	\$550,000	1.0
6 Multicultural: WLVG FM, WNYG AM	\$400,000	0.7
7 Polnet Communications, Ltd.: WLIM AM	\$330,000	0.6

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WALK AF	AC	\$16,700,000	29.5
2 WBLI FM	CHR	\$9,100,000	16.0
3 WBAB FM	AOR	\$8,500,000	15.0
4 WKJY FM	AC	\$6,200,000	10.9
5 WBZO FM	O	\$4,300,000	7.6
6 WLIR FF	AOR	\$4,000,000	7.1
7 WRCN FM	CL HITS	\$1,850,000	3.3
8 WMJC FM	C	\$1,500,000	2.6
9 WHLI AA	ST	\$1,250,000	2.2
10 WXXP FM	CHR/U	\$1,000,000	1.8
11 WLUX AM	ST	\$550,000	1.0
12 WLVG FM	B/AC	\$400,000	0.7
13 WLIM AM	ST	\$330,000	0.6

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	72.3	\$36,532,000	(+22.3)
National:	27.7	\$14,030,000	(+27.2)

Nassau-Suffolk (Long Island)

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
	Arrow Electronics 151 Computer Associates Intl. 295 Cablevision Systems 385		Harold Levinson Associates King Kullen Grocery PC Richard & Son Quality King Distributors	

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	87.4	<\$20: 10.9	12-to-24 19.7
Black:	8.6	\$20-\$49.9: 22.2	25-to-54 53.5
Amer. Indian:	0.2	\$50-\$99.9: 36.9	55-plus 26.8
Asian/Pac.Isl.:	3.8	\$100+: 30.0	Non High School Grad: 16.7
Hispanic: *	8.3		High School Grad: 31.5
			College 1-3 years: 25.2
			College 4+ years: 26.6

Viable Stations

WALK-AF	WBAB-FM	WBLI-FM	WBZO-FM
WHLI-AA	WKJY-FM	WLIR-FF	WLUX-AM
WLVG-FM	WMJC-FM	WRCN-FM	WWXY-FM
WXXP-FM			

Colleges and Universities

	(# of Students)
Nassau CC	18,553
SUNY at Stony Brook	18,401
Suffolk County CC	16,790
Hofstra U.	12,678
Long Island U.: C. W. Post Campus	9,281
Adelphi U.	5,746
Suffolk County CC: Eastern Campus (and more)	3,147
Total Students (FT & PT)	91,769

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WLIW	Southampton	21	PBS	Long Island ETV	
WVVH-LP	Southampton	23	IND	Video Voice Inc.	
WLNY-TV	Riverhead	55	IND	Pascucci	

Also see New York

Major Daily Newspapers

	AM	PM	Sun	Owner
Newsday	574,941		673,830	Times Mirror Co.

Best Golf Courses

Weather Data

NO WEATHER DATA AVAILABLE.

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade 211,995 15.37%	Admin. Support/Clerical 257,339 18.66%	All of 1995 5.0%
2 Fin., Ins. & Real Estate 137,643 9.98%	Professional 229,036 16.61%	All of 1996 4.2%
3 Educational Svcs. 132,710 9.62%	Exec., Admin. & Managerial 210,193 15.24%	All of 1997 3.9%
4 Health Svcs. 132,685 9.62%	Sales 186,834 13.55%	All of 1998 3.2%
5 Manufac., Durables 109,370 7.93%	Precis. Produc./Craft/Repair 142,733 10.35%	All of 1999 3.3%
6 Other Prof. Svcs. 99,815 7.24%	Svc., Exclud. Protective & HH 115,174 8.35%	
7 Construction 82,566 5.99%	Transportation & Moving 46,693 3.39%	
8 Transportation 78,930 5.72%	Machine Oprs., Fab., Assemb. & Inspec. 46,595 3.38%	
9 Wholesale Trade 73,511 5.33%	Technicians & Support 46,258 3.35%	
10 Business & Repair Svcs. 73,201 5.31%	Protective Svc. 39,406 2.86%	
Total Metro Employees 1,378,991		
Top 10 Total Employees 1,132,426 82.12%		

Major Radio Station Sales

Major Radio Station Sales Since 1990

Year	Calls	From	To	Price	(E)
1990	WWHB-F		WBAB (Canceled)	\$1,850,000	
1992	WBAB A/F	Noble	Mike Craven	\$16,000,000	
1993	WGLI	SRN	Heftel	\$600,000	
1994	WALK A/F	Amer. Media	Chancellor	\$37,900,000	
1994	WBLI-F	Beck-Ross	Liberty	\$15,500,000	
1995	WLIX			\$1,100,000	
1995	WGBB, WBAB-F, WBLI-F, WHFM-F	Liberty	SFX	\$54,000,000	
1996	WGSM, WRCN-F, WMJC-F	Starr	Barnstable		
1996	WLNG (1600)		WWRL owner	\$1,600,000	
1996	WGBB, WBAB-F, WBLI-F, WHFM-F	Traded by SFX	Chancellor	Jacksonville stations + \$11 mil.	
1996	WWHB-F	Eddie Simon	Odyssey	\$4,000,000	
1997	WBZO-F		Barnstable	\$10,000,000	
1997	WBAZ-F, CP 102.5 (Bridgehamton)				\$1,650,000
1998	WBLI-F	Capstar	Cox	\$25,000,000	
1998	WBAB-F/WHFM-F	Capstar	Cox	\$22,000,000	
1998	WGBB	Capstar	Cox	\$1,000,000	
1998	WGBB	Cox		\$1,700,000	
2/17/99	WLVG FM	Gary Starr	Beacon Media	\$3-3.5MM; 1-3 year LMA	
6/9/99	WNYG AM	Bienvenida Broadcasting	Multicultural	\$860,000	
11/15/99	WBEA FM, WEHM FM	H-Radio Partners	Back Bay Broadcasters		
2/8/00	WLVG FM	Gary Starr	Beacon Media	Cancelled	
2/8/00	WLVG FM	Gary Starr	Multicultural	\$3,000,000	
7/5/00	WBAZ FM, WBSQ FM	MAK Communications	AAA Entertainment, LLC		
2/21/01	WLIM AM	Long Island Music Bdcstng. Corp.	Polnet Communications, Ltd.	\$850,000	

2000 ARB Rank:	102	2000 Revenue:	\$18,700,000	Manager's Market Ranking (current):	2.3
2000 MSA Rank:	98	Rev per Share Point:	\$633,898	Manager's Market Ranking (future) :	3.0
2000 DMA Rank:	27 (w/Hartford)	Population per Station:	56,200		
2000 Rev Rank:	106 of 173	2000 Revenue Change:	0.0%	Five-year revenue gain % (95-00):	31.7

Revenue History and Projections

	Radio Revenue History					Radio Revenue Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	14.2	15.0	15.8	17.5	18.7	18.7					
Yearly Growth Rate (95-00): 5.1% assigned											
Projected Revenue Estimates:							19.0	19.8	21.0	22.7	24.5
Revenue per Capita:	27.10	28.68	30.21	33.46	35.69	35.69					
Yearly Growth Rate (95-00): 4.4% assigned											
Projected Revenue per Capita:							36.26	37.79	40.08	43.16	46.58
Resulting Revenue Estimate:							19.9	20.7	22.0	23.8	25.7
Revenue as % of Retail Sales:	0.0028	0.0029	0.0029	0.0031	0.0032	0.0030					
Mean % (95-00) 0.0030											
Resulting Revenue Estimate:							19.9	20.9	22.0	23.0	24.0
MEAN REVENUE ESTIMATE:							19.6	20.5	21.6	23.1	24.7

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.524	0.523	0.523	0.523	0.524	0.524	0.524	0.524	0.524	0.526	0.526
Retail Sales (billions):	5.10	5.20	5.40	5.60	5.80	6.30	6.64	6.98	7.32	7.66	8.00

Market Profile

Below-the-Line Listening Shares:	56.1
Unlisted Station Listening:	14.4
Total Lost Listening:	70.5
Available Share Points:	29.5
Number of Viable Stations:	5.5
Average Share Points per Viable Station:	5.4
Rev. per Available Share Point:	\$633,898
Estimated Rev. for Mean Station:	\$3,423,049
Average HH Income:	\$59,450
Average Age:	37.4
Average Education:	12.6
Average Home Value:	\$176,200
Population Change (1999-2004):	0.4
Retail Sales Change (1999-2004):	32.1
Cable Penetration:	N/A
Number of Class B or C FMs:	2

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Cox Radio: WPLR FM	\$8,200,000	43.9
2 Clear Channel: WAVZ AM, WELI AM, WKCI FM	\$7,640,000	40.9
3 Yale Broadcasting Co.: WYBC FM, WYBC AM	\$2,400,000	12.8
4 Quinnipiac College: WQUN AM	\$250,000	1.3

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WPLR FM	AOR	\$8,200,000	43.9
2 WKCI FM	CHR	\$6,050,000	32.4
3 WYBC FM	B	\$2,200,000	11.8
4 WELI AM	FS	\$1,320,000	7.1
5 WAVZ AM	ST	\$270,000	1.4
6 WQUN AM	ST	\$250,000	1.3
7 WYBC AM	VA	\$200,000	1.1

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	68.3	\$12,197,000	(+3.0)
National:	31.7	\$5,655,000	(-5.8)

Confidence Levels

2000 Revenue Estimates:
2001-to-2005 Revenue Estimates:

Comments: Maaarket reports revenue to Miller, Kaplan and all viable stations participate. Managers expect 0% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$18,700,000	14.6	0.0030
Television	\$56,000,000	43.8	0.0089
Newspaper	\$47,600,000	37.2	0.0076
Outdoor	\$5,600,000	4.4	0.0009
Cable TV			
Media Totals:	\$127,900,000		0.0203

Note: Use Newspaper and Outdoor estimates with caution. Split TV DMA with Hartford. TV revenue is the estimate of New Haven's share. Total TV revenue for DMA is estimated at \$200,000,000.

New Haven

Commerce and Industry

Important Businesses and Industries

Research
Printing
Firearms
Textiles
Metals
Chemicals
Cutlery/Silverware (and more)

Fortune 500 Companies

Forbes 500 Companies

Forbes Largest Private Companies

Bozzuto's

INC 500 Companies

Professional Cutlery Direct

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	86.0	<\$20: 17.3	12-to-24 19.5
Black:	11.5	\$20-\$49.9: 28.9	25-to-54 52.4
Amer. Indian:	0.2	\$50-\$99.9: 35.9	55-plus 28.1
Asian/Pac. Isl.:	2.2	\$100+: 17.9	Non High School Grad: 21.7
Hispanic: *	8.5		High School Grad: 31.2
			College 1-3 years: 22.3
			College 4+ years: 24.7

Viable Stations

WAVZ-AM	WELI-AM	WKCI-FM	WPLR-FM
WQUN-AM	WYBC-AM	WYBC-FM	

Colleges and Universities

	(# of Students)
Southern Connecticut State U.	11,264
Yale U.	10,886
Quinnipiac Coll.	5,682
U. of New Haven	4,845
Gateway Community-Technical Coll.	2,749
Albertus Magnus Coll.	1,640
Paier C of Art	246
Total Students (FT & PT)	37,312

Competitive Media

Major Over the Air Television

See Hartford

Major Daily Newspapers	AM	PM	Sun	Owner
New Haven Register	100,030		107,886	Journal Register Co.

Best Golf Courses

Yale University GC, New Haven CC

Weather Data

NO WEATHER DATA AVAILABLE.

Employment Breakdowns

By Industry			By Occupation			Unemployment		
1 Retail Trade	63,393	15.86%	Admin. Support/Clerical	69,429	17.37%	Jul 90:	5.1%	
2 Manufac., Durables	61,109	15.29%	Professional	65,008	16.26%	Jul 91:	6.6%	
3 Health Svcs.	41,403	10.36%	Exec., Admin. & Managerial	54,428	13.61%	Jul 92:	7%	
4 Educational Svcs.	39,694	9.93%	Precis. Produc./Craft/Repair	47,013	11.76%	Jul 93:	6.8%	
5 Fin., Ins. & Real Estate	30,619	7.66%	Sales	46,662	11.67%	Jul 94:	5.7%	
6 Other Prof. Svcs.	26,239	6.56%	Svc., Exclud. Protective & HH	38,825	9.71%	All of 1995	5.5%	
7 Manufac., Non-Durables	22,434	5.61%	Machine Oprs., Fab., Assemb. & Inspec.	26,338	6.59%	All of 1996	5.8%	
8 Construction	22,174	5.55%	Technicians & Support	17,004	4.25%	All of 1997	5.2%	
9 Wholesale Trade	17,350	4.34%	Transportation & Moving	12,264	3.07%	All of 1998	3.3%	
10 Business & Repair Svcs.	17,184	4.30%	Handlers, Cleaners, Help., Laborers	11,496	2.88%	All of 1999	3.1%	
Total Metro Employees	399,778							
Top 10 Total Employees	341,599	85.45%						

Major Radio Station Sales

Major Radio Station Sales Since 1994

Year	Calls	From	To	Price	(E)
1994	WPLR-F	So. Starr	Multimarket	\$17,500,000	
1998	WNHC		WYBC-F owner	\$775,000	
8/30/99	WPLR FM	AMFM	Cox Radio	plus 12 other stations, for KFI and KOST,LA	

2000 ARB Rank: 41	2000 Revenue: \$64,800,000	Manager's Market Ranking (current): 2.0
2000 MSA Rank: 45	Rev per Share Point: \$739,726	Manager's Market Ranking (future) : 2.5
2000 DMA Rank: 42	Population per Station: 42,617	
2000 Rev Rank: 40 of 173	2000 Revenue Change: 8.9%	Five-year revenue gain % (95-00): 55.8

Revenue History and Projections

	Radio Revenue History						Radio Revenue Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	41.6	46.5	50.0	52.8	59.5	64.8					
Yearly Growth Rate (95-00): 6.0% assigned											
Projected Revenue Estimates:							67.2	71.8	76.1	80.6	86.3
Revenue per Capita:	31.52	35.50	38.17	40.31	45.42	49.54					
Yearly Growth Rate (95-00): 6.0% assigned											
Projected Revenue per Capita:							51.46	55.06	58.45	62.00	66.49
Resulting Revenue Estimate:							70.4	75.2	79.7	84.4	90.4
Revenue as % of Retail Sales:	0.0034	0.0039	0.0041	0.0041	0.0043	0.0044					
Mean % (95-00) 0.0040											
Resulting Revenue Estimate:							60.6	62.7	64.9	67.0	69.2
MEAN REVENUE ESTIMATE:							66.0	69.9	73.6	77.3	82.0

Population and Demographic Estimates

	Historic						Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	1.320	1.310	1.310	1.310	1.310	1.308	1.306	1.304	1.302	1.300	1.298
Retail Sales (billions):	12.20	12.00	12.30	12.80	13.70	14.60	15.14	15.68	16.22	16.76	17.30

Market Profile

Below-the-Line Listening Shares:	0.4
Unlisted Station Listening:	12.0
Total Lost Listening:	12.4
Available Share Points:	87.6
Number of Viable Stations:	16.5
Average Share Points per Viable Station:	5.3
Rev. per Available Share Point:	\$739,726
Estimated Rev. for Mean Station:	\$3,920,548
Average HH Income:	\$38,871
Average Age:	33.5
Average Education:	11.6
Average Home Value:	\$70,000
Population Change (1999-2004):	-0.8
Retail Sales Change (1999-2004):	22.3
Cable Penetration:	75.8
Number of Class B or C FMs:	11

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: KKND FM, KUMX FM, WNOE FM, WODT AM, WQUE FM, WYLD FM, WYLD AM	\$26,790,000	41.3
2 Entercom: WEZB FM, WKZN FM, WLMG FM, WSMB AM, WTKL FM, WWL AM	\$25,910,000	40.0
3 Beasley Broadcast Group: KMEZ FM, WBYU AM, WRNO FM	\$7,650,000	11.8
4 222 Corp.: WCKW FM, WLTS AM	\$1,500,000	2.3
5 GHB Broadcasting Co.: WTX AM, WTX FM	\$800,000	1.2
6 NOPG, LLC: WFNO AM, WGSO AM	\$350,000	0.5
7 Willis: WBOK AM	\$250,000	0.4

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WWL AM	T	\$10,700,000	16.5
2 WQUE FM	B	\$8,100,000	12.5
3 WYLD FM	B/AC	\$5,900,000	9.1
4 WNOE FM	C	\$4,610,000	7.1
5 WTKL FM	O	\$4,520,000	7.0
6 WRNO FM	CL AOR	\$4,320,000	6.7
7 WLMG FM	SAC	\$3,890,000	6.0
8 KKND FM	AOR-P	\$3,750,000	5.8
9 WEZB FM	CHR	\$3,640,000	5.6
10 KMEZ FM	B/AC	\$2,950,000	4.6
11 KUMX FM	CHR	\$2,870,000	4.4
12 WKZN FM	AC/CHR	\$2,760,000	4.3
13 WCKW FM	CL HITS	\$1,500,000	2.3
14 WYLD AM	B/G	\$1,300,000	2.0
15 WTX AF	T	\$800,000	1.2
16 WSMB AM	SPRTS	\$400,000	0.6
17 WBYU AM	ST	\$380,000	0.6
18 WFNO AM	SP-C	\$350,000	0.5
19 WODT AM	B	\$260,000	0.4
20 WBOK AM	B/G	\$250,000	0.4

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	82.4	\$5,171,700	(+5.1)
National:	17.6	\$11,030,000	(+32.7)

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan and all but a few lower rated stations report. Managers expect 5% to 6% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$64,800,000	19.2	0.0044
Television	\$130,000,000	38.6	0.0089
Newspaper	\$120,000,000	35.6	0.0082
Outdoor	\$14,800,000	4.4	0.0010
Cable TV	\$7,300,000	2.2	0.0005
Media Totals:	\$336,900,000		0.0231

Note: Use Newspaper and Outdoor estimates with caution.

New Orleans

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Petrochemicals Shipping Tourism Aluminum, Copper Refining	Entergy 187	Entergy Hibernia		Abdon Callais Offshore Diversified Computer Consultants

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	62.4	<\$20: 29.1	12-to-24 22.1
Black:	34.9	\$20-\$49.9: 35.2	25-to-54 54.1
Amer. Indian:	0.3	\$50-\$99.9: 26.3	55-plus 23.8
Asian/Pac. Isl.:	2.3	\$100+: 9.4	Non High School Grad: 27.4
Hispanic: *	5.2		High School Grad: 29.2
			College 1-3 years: 23.6
			College 4+ years: 19.7

Viable Stations

KKND-FM	KMEZ-FM	KUMX-FM	WBYU-AM
WCKW-FM	WEZB-FM	WFNO-AM	WKZN-FM
WLMG-FM	WNOE-FM	WODT-AM	WQUE-FM
WRNO-FM	WSMB-AM	WTIX-AM	WTKL-FM
WWL-AM	WYLD-AM	WYLD-FM	

Colleges and Universities

	(# of Students)
U. of New Orleans	15,629
Delgado CC	11,747
Nicholls State U.	7,128
Tulane U.	6,801
Loyola U. New Orleans	4,904
Southern U. at New Orleans	3,829
Xavier U. of Louisiana (and more)	3,581
Total Students (FT & PT)	58,432

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WWL-TV	New Orleans	4	CBS	Belo	
WDSU	New Orleans	6	NBC	Hearst-Argyle	
WVUE	New Orleans	8	FOX	Emmis	
WYES-TV	New Orleans	12	PBS	Greater New. O.	
WHNO-TV	New Orleans	20	IND	LeSea	
WSTY-LP	New Orleans	23	IND	Great Oaks	
WGNO-TV	New Orleans	26	ABC	Tribune	
WLAE-TV	New Orleans	32		Educ. Bcstg. Found.	
WTNO-LP	New Orleans	36	IND	Great Oaks	
WNOL-TV	New Orleans	38	WB	Tribune	
WPXL	New Orleans	49	PAX	Flinn	Paxson
WUPL	Slidell	54	UPN	Paramount	

Best Golf Courses

Beau Chene, English Turn, Lakewood

Weather Data

Elevation:			4
Annual Precipitation:			58.9 in.
Annual Snowfall:			0.1 in.
Average Windspeed:			8.4
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	62.3	90.4	77.7
Avg. Min. Temp:	46.5	73.3	58.9
Average Temp:	52.9	81.9	68.3

Major Daily Newspapers

	AM	PM	Sun	Owner
The Times-Picayune	273,076		305,878	Advance Publications

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade	Admin. Support/Clerical	Jul 89: 8.8%
2 Health Svcs.	Professional	Jul 90: 5.8%
3 Educational Svcs.	Sales	Jul 91: 6.8%
4 Other Prof. Svcs.	Exec., Admin. & Managerial	Jul 93: 7.2%
5 Fin., Ins. & Real Estate	Svc., Exclud. Protective & HH	Jul 94: 7.5%
6 Construction	Precis. Produc./Craft/Repair	All of 1995: 6.4%
7 Transportation	Transportation & Moving	All of 1996: 6.5%
8 Public Administration	Technicians & Support	All of 1997: 5.5%
9 Manufac., Durables	Machine Oprs., Fab., Assemb. & Inspec.	All of 1998: 4.9%
10 Wholesale Trade	Handlers, Cleaners, Help., Laborers	All of 1999: 4.4%
Total Metro Employees		
Top 10 Total Employees		

Major Radio Station Sales

Major Radio Station Sales Since 1991

Year	Calls	From	To	Price	(E)
1991	WTIX	Givens	Buck	\$800,000	
1992	WRNO-F		Galloway	\$4,312,000	
1992	WMXZ-F	Stoner	Muniz	\$3,250,000	
1993	WYLD A/F	Interurban	Clear Channel/Snowden	\$7,500,000	
1993	KQLD-F (Pt. Sulphur)	Beasley	NewMarket	\$3,350,000	
1993	KGTR-F (Pt. Sulphur)	NewMarket	Radio Equity	\$4,000,000	
1993	WNOE A/F	NewMarket	Radio Equity	\$14,000,000	
1994	WBYU		EZ	\$1,100,000	
1994	WNOE	Radio Equity	Communicom	\$700,000	
1995	WRNO-F	Galloway	EZ	\$7,500,000	
1995	WSHO			\$675,000	
1995	WSMB		River City	\$750,000	
1995	KMEZ-F (Belle Chase)		River City	\$2,000,000	
1995	WWL, WLMG-F	Keymarket	River City	\$32,000,000	
1996	WGSO (990)	Sold by Ed Muniz		\$575,000	
1996	WBYU, WEZB-F, WRNO-F	Traded by EZ	Heritage		KBKS-F in Seattle less cash
1996	WWL, WSMB, WLMG-F, KMEZ-F	Sold by River City	Sinclair		
1996	WNOE-F	Radio Equity	Clear Channel	\$25,000,000	
1996	KLJZ-F	Radio Equity	Clear Channel	\$7,000,000	
1996	KHOM-F (Houma)		Clear Channel	\$6,750,000	
1997	WZRH-F		Guaranty	\$52,000,000	
1997	WBYU	Heritage	Sinclair Bcst Gp	\$2,500,000	
1997	WEZB-F	Heritage	Sinclair Bcst Gp	\$12,000,000	
1997	WRNO-F	Heritage	Sinclair Bcst Gp	\$17,900,000	
1997	WLTS-F	Muniz	Sinclair Bcst Gp	\$13,000,000	
1997	WTKL-F	Muniz	Sinclair Bcst Gp	\$16,000,000	
1998	KMEZ-F/WRNO-F/WBYU	Sinclair Bcst Gp	Centennial	\$16,000,000	
1998	WYLA-F/WYLK-F		Styles	\$1,700,000	
5/24/99	WADU FM	River Road Commun.	Styles Broadcasting	\$1,800,000	
7/26/99	WEZB FM, WLMG FM, WLTS FM, WTKL FM, WSMB AM, WWL AM	Sinclair Bcst Gp	Entercom		Group purchase: \$821,500,000
6/5/00	KMEZ FM, WBYU AM, WRNO FM		Centennial		Beasley

New York

2000 ARB Rank:	1	2000 Revenue:	\$827,200,000	Manager's Market Ranking (current):	4.3	
2000 MSA Rank:	2	Rev per Share Point:	\$9,629,802	Manager's Market Ranking (future):	4.2	
2000 DMA Rank:	1	Population per Station:	314,124			
2000 Rev Rank:	2 of 173	2000 Revenue Change:	16.8%	46	Five-year revenue gain % (95-00):	89.7

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	436.0	475.0	531.5	592.6	708.2	827.2					
Yearly Growth Rate (95-00): 6.3% assigned											
Projected Revenue Estimates:							876.8	938.2	1013.2	1084.2	1170.9
Revenue per Capita:	22.25	24.11	26.84	29.63	35.06	40.75					
Yearly Growth Rate (95-00): 7.0% assigned											
Projected Revenue per Capita:							42.98	45.77	49.18	52.38	56.29
Resulting Revenue Estimate:							918.0	982.3	1060.8	1135.2	1225.9
Revenue as % of Retail Sales:	0.0024	0.0025	0.0027	0.0030	0.0034	0.0038					
Mean % (95-00) 0.0030											
Resulting Revenue Estimate:							680.5	714.4	748.4	782.3	816.3
MEAN REVENUE ESTIMATE:							825.1	878.3	940.8	1000.6	1071.0

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	19.600	19.700	19.800	20.000	20.200	20.300	20.400	20.500	20.600	20.700	20.800
Retail Sales (billions):	185.20	189.70	194.10	198.00	206.10	215.50	226.82	238.14	249.46	260.78	272.10

Market Profile

Below-the-Line Listening Shares:	0.7
Unlisted Station Listening:	13.4
Total Lost Listening:	14.1
Available Share Points:	85.9
Number of Viable Stations:	25.5
Average Share Points per Viable Station:	3.4
Rev. per Available Share Point:	\$9,629,802
Estimated Rev. for Mean Station:	\$32,741,327
Average HH Income:	\$60,109
Average Age:	37.0
Average Education:	12.5
Average Home Value:	\$195,900
Population Change (1999-2004):	2.5
Retail Sales Change (1999-2004):	26.5
Cable Penetration:	75.3
Number of Class B or C FMs:	17

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 CBS/Infinity: WCBS AM, WCBS FM, WFAN AM, WINS AM, WNEW FM, WXRK FM	\$291,870,000	35.3
2 Clear Channel: WAXQ FM, WHTZ FM, WKTU FM, WLTW FM, WTJM FM	\$211,250,000	25.5
3 Emmis: WQCD FM, WQHT FM, WRKS FM	\$101,050,000	12.2
4 ABC Inc.: WABC AM, WPLJ FM	\$62,100,000	7.5
5 Spanish Broadcasting System: WPAT FM, WSKQ FM	\$55,700,000	6.7
6 Inner City: WBLS FM, WLIB AM	\$29,780,000	3.6
7 Buckley Broadcasting: WOR AM	\$20,800,000	2.5
8 New York Times: WQEW AM, WQXR FM	\$17,170,000	2.1
9 Hispanic Broadcasting: WADO AM, WCAA FM	\$14,910,000	1.8
10 Bloomberg Communications, Inc.: WBBR AM	\$13,600,000	1.6
11 Big City Radio: WYNY FM	\$6,400,000	0.8
12 Family Stations, Inc.: WFME FM	\$3,500,000	0.4
13 Radio Unica: WJDM AM, WWRU AM, WWRU AM	\$2,240,000	0.3
14 Multicultural: WNNY AM, WNSW AM, WPAT AM, WZRC AM	\$1,200,000	0.1

Confidence Levels

2000 Revenue Estimates:
2001-to-2005 Revenue Estimates:

Comments: Market reports revenue to Miller, Kaplan. All major stations report except WQXR-F and M/K makes an estimate for them. WBBR and a few low-rated stations do not report. Managers expect a 5% to 7% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$827,200,000	18.7	0.0038
Television	\$1,820,000,000	41.1	0.0084
Newspaper	\$1,520,000,000	34.4	0.0071
Outdoor	\$170,000,000	3.8	0.0008
Cable TV	\$87,000,000	2.0	0.0004
Media Totals:	\$4,424,200,000		0.0205

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Stations

Calls	Format	Revenue	Pct.	Pct.	Revenue	Pct. Change
1 WFAN AM	SPRTS	\$62,400,000	7.5	Local:	80.4	\$651,530,000 (+15.4)
2 WXRK FM	T/NR	\$61,200,000	7.4	National:	19.6	\$158,846,000 (+23.0)
3 WLTW FM	SAC	\$60,600,000	7.3			
4 WINS AM	N	\$56,600,000	6.8			
5 WHTZ FM	CHR	\$49,450,000	6.0			
6 WKTU FM	CHR/U	\$47,750,000	5.8			
7 WCBS AM	N	\$47,450,000	5.7			
8 WCBS FM	O	\$42,770,000	5.2			
9 WQHT FM	CHR/U	\$42,300,000	5.1			
10 WSKQ FM	SP-C	\$39,800,000	4.8			
11 WPLJ FM	CHR/AC	\$38,500,000	4.7			
12 WRKS FM	B/AC	\$31,100,000	3.8			
13 WQCD FM	J	\$27,650,000	3.3			
14 WTJM FM	B/O	\$26,800,000	3.2			
15 WAXQ FM	CL AOR	\$26,650,000	3.2			
16 WBLS FM	B/AC	\$25,600,000	3.1			
17 WABC AM	T	\$22,100,000	2.7			
18 WNEW FM	T	\$21,450,000	2.6			
19 WOR AM	T	\$20,800,000	2.5			
20 WPAT FM	SP-AC	\$15,900,000	1.9			
21 WQXR FM	CL	\$15,670,000	1.9			
22 WBBR AM	BIZ	\$13,600,000	1.6			
23 WCAA FM	SP-TP	\$8,350,000	1.0			
24 WADO AM	SP-NT	\$6,560,000	0.8			
25 WYNY FF	C	\$6,400,000	0.8			
26 WLIB AM	B/T	\$4,180,000	0.5			
27 WFME FM	REL	\$3,500,000	0.4			
28 WWRU AA	SP-NT	\$2,240,000	0.3			
29 WQEW AM	KIDS	\$1,500,000	0.2			
30 WNSW AM	ST	\$1,200,000	0.1			

Commerce and Industry

Important Businesses and Industries

	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Financial	Citigroup 6	AMBAC Financial Group	Advance Publications	Aegis Software
Tourism	Intl. Business Machines 8	Amerada Hess	Andersen Consulting	Alliance Consulting
Communications	AT&T 9	American Express	Barnes & Noble College	AMC Computer
Advertising	Verizon Communications 10	American Int'l Group	Bookstores	Ascent Computing Group
Shipping	Philip Morris 11	Arrow Electronics	Bellco Health	ASK Data Communications
Clothing	J.P. Morgan Chase 12	Astoria Financial	Big Flower Holdings	Avesta Computer Services
Publishing	Texaco 16	AT&T	Big V Supermarkets	Cyber Dialogue
	American International Group 22	Automatic Data Processing	Bloomberg	CyberStaff America
	Morgan Stanley Dean Witter 24	Avaya	Bradco Supply	Digital Photo Imaging
	Merrill Lynch 25	Avon	Bridge	Dynamic Resources
	Lucent Technologies 28	Bank of New York	Cantor Fitzgerald Securities	Global Consultants
	Merck 30	Bear Stearns Co's	Central National-Gottesman	Implementation Specialists for Healthcare
	TIAA-CREF 33	Becton Dickinson and Co.	Charmer Industries	Locus Telecommunications
	Goldman Sachs Group 42	Bristol-Myers Squibb	CIC International	Mercom Systems
	Metropolitan Life Insurance (and more) 47	Cablevision Systems	Connell	Nat'l Healthcare Res. (and more)
		Cendant (and more)	ContiGroup Cos (and more)	

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	61.0	<\$20: 24.8	12-to-24 19.3
Black:	29.1	\$20-\$49.9: 29.5	25-to-54 54.0
Amer. Indian:	0.4	\$50-\$99.9: 28.0	55-plus 26.7
Asian/Pac.Isl.:	9.5	\$100+: 17.7	Non High School Grad: 29.8
Hispanic: *	26.0		High School Grad: 26.1
			College 1-3 years: 19.4
			College 4+ years: 24.7

Viable Stations

WABC-AM	WADO-AM	WAXQ-FM	WBRR-AM
WBLS-FM	WCAA-FM	WCBS-AM	WCBS-FM
WFAN-AM	WFME-FM	WHTZ-FM	WINS-AM
WKTU-FM	WLIB-AM	WLTW-FM	WNEW-FM
WOR-AM	WPAT-FM	WPLJ-FM	WQCD-FM
WQHT-FM	WQXR-FM	WRKS-FM	WSKQ-FM
WTJM-FM	WWRU-AA	WXRK-FM	WYNY-FF

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WCBS-TV	New York	2	CBS	CBS	
WNBC-TV	New York	4	NBC	NBC	
WNYW	New York	5	FOX	Fox	
WABC-TV	New York	7	ABC	ABC	
WWOR-TV	Secaucus	9	UPN	BHC/Chris-Craft	
WPIX-TV	New York	11	WB	Tribune	
WNET	New York	13	PBS	Ed Bcstg	
WNYE-TV	New York	25	PBS	NYC Schools	
WPXN	New York	31	PAX	Paxson	
WXTV	Paterson, NJ	41	UNI	Univision	
WNJU	Newark	47	TEL	Telemundo	
WHSE	Newark, NJ	68	IND	USA	

Colleges and Universities

	(# of Students)
New York U.	36,323
City U. of New York: Hunter Coll.	18,496
St. John's U.	16,305
City U. of New York: Queens Coll.	15,665
City U. of New York: Borough of Manhattan CC	15,497
City U. of New York: Baruch Coll.	14,688
City U. of New York: Brooklyn Coll.	14,546
(and more)	
Total Students (FT & PT)	410,218

Best Golf Courses

Winged Foot, Shinnecock Hills, Baltusrol, Quaker Ridge, Plainfield, Maidstone, Garden City CC, National Golf Links

Weather Data

Elevation:	132
Annual Precipitation:	43.6 in.
Annual Snowfall:	29.1 in.
Average Windspeed:	9.4 (NW)

	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	38.5	85.2	62.3
Avg. Min. Temp:	25.9	68.0	46.7
Average Temp:	32.2	76.6	54.5

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade 523,248 13.27%	Admin. Support/Clerical 784,340 19.89%	Jul 90: 7.2%
2 Fin., Ins. & Real Estate 469,643 11.91%	Professional 693,097 17.57%	Jul 91: 8.8%
3 Health Svcs. 420,770 10.67%	Exec., Admin. & Managerial 560,903 14.22%	Jul 92: 11.2%
4 Other Prof. Svcs. 385,308 9.77%	Svc., Exclud. Protective & HH 471,418 11.95%	Jul 93: 9.5%
5 Educational Svcs. 325,058 8.24%	Sales 419,821 10.65%	Jul 94: 8.3%
6 Manufac., Non-Durables 280,577 7.11%	Precis. Produc./Craft/Repair 303,436 7.69%	All of 1995 7.6%
7 Business & Repair Svcs. 251,250 6.37%	Machine Oprs., Fab., Assemb. & Inspec. 180,564 4.58%	All of 1996 8.0%
8 Transportation 245,126 6.22%	Transportation & Moving 139,974 3.55%	All of 1997 8.5%
9 Public Administration 184,694 4.68%	Technicians & Support 123,783 3.14%	All of 1998 7.3%
10 Manufac., Durables 177,930 4.51%	Handlers, Cleaners, Help., Laborers 115,725 2.93%	All of 1999 6.2%
Total Metro Employees 3,943,782		
Top 10 Total Employees 3,263,604 82.75%		

New York

Major Radio Station Sales

Major Radio Station Sales Since 1994

Year	Calls	From	To	Price	(E)
1994	WWDJ	Communicom	Salem		
1994	WPAT A/F	Park	Tomlin/Knapp	\$52,000,000	
1994	WKDM	United	Way	\$6,900,000	
1994	WRKS-F	Summit	Emmis	\$68,000,000	
1995	WYNY-F	Bdcst Prtns	Evergreen	\$63,000,000	
1995	WHTZ-F	Shamrock	Chancellor	\$75,000,000	
1995	WABC, WPLJ-F	Cap Cities/ABC	Disney/ABC	\$130,000,000	
1995	WCBS A/F	CBS	Westinghouse	\$180,000,000	
1995	WPAT	Tomlin-Knapp (Park)	Heftel	\$19,500,000	
1995	WPAT-F	Tomlin-Knapp (Park)	SBS	\$83,500,000	
1996	WAXQ-F	GAF to Entercom	Viacom	\$90,000,000	
1996	WPAT-F	Tomlin/Park	SBS	\$83,500,000	
1996	WPAT	Tomlin/Park	Heftel	\$19,000,000	
1996	WZRC	Infinity	Westinghouse	\$9,000,000	
1996	WFAN	Infinity	Westinghouse	\$264,000,000	
1996	WXRK-F	Infinity	Westinghouse	\$286,000,000	
1997	WXLX	SBS	One-on-One	\$22,000,000	
1997	Evergreen (WKTU-F) merged with Chancellor				
1997	WLTW-F	Viacom	Chancellor	\$224,000,000	
1997	WAXQ-F	Viacom	Chancellor	\$117,000,000	
1997	WQCD-F	Tribune Co.	Emmis	\$155,000,000	
1997	WNSR-F	Traded by Bonneville	Chancellor		
1997	WNWK-F	Multicultural	Heftel	\$115,000,000 + WPAT-AM	
1998	WNJR, WZRC	Douglas	Multicultural		
1998	WFAS-AF/WZZN-F	Capstar	F. Washington		
1998	WJDM/WJDM-EB	Children's	Catholic		
1998	WJHR (Flemington, NJ)		Multicultural	\$1,400,000	
1998	WVIP (1310: Mt. Kisco)		WGCH owner	\$675,000	
1998	WRKL (910: New City)	Big City		\$1,625,000	
1998	WJDM/WBAH	Children's	Unica		
4/30/99	WFAS AM, WFAS FM, WZZN FM	Washington, Frank	Aurora	\$20,250,000	
6/9/99	WWTR AM		New Jersey Broadcasters		
10/1/99	WAXQ FM	AMFM	Clear Channel		
10/1/99	WHTZ FM	AMFM	Clear Channel		
10/1/99	WKTU FM	AMFM	Clear Channel		
10/1/99	WLTW FM	AMFM	Clear Channel		
10/1/99	WTJM FM	AMFM	Clear Channel		
3/27/00	WFAF FM, WFAS AM, WFAS FM	Aurora	Nassau		
4/9/00	WKDM AM	Multicultural	Mega	\$45,000,000	
12/4/00	WJWR AM	One-On-One Sports Stations	Sporting News Radio Network	\$65,000,000	

2000 ARB Rank:	36	2000 Revenue:	\$59,200,000	Manager's Market Ranking (current):	2.4
2000 MSA Rank:	39	Rev per Share Point:	\$689,977	Manager's Market Ranking (future):	3.0
2000 DMA Rank:	41	Population per Station:	50,283		
2000 Rev Rank:	42 of 173	2000 Revenue Change:	12.8%	Five-year revenue gain % (95-00):	41.0

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	42.0	42.5	42.7	45.3	52.5	59.2					
Yearly Growth Rate (95-00): 5.1% assigned											
Projected Revenue Estimates:							61.6	65.3	69.8	75.4	80.7
Revenue per Capita:	27.10	27.42	27.37	29.42	34.09	38.10					
Yearly Growth Rate (95-00): 4.5% assigned											
Projected Revenue per Capita:							39.29	41.28	43.73	46.83	49.69
Resulting Revenue Estimate:							64.5	68.4	73.1	78.9	84.5
Revenue as % of Retail Sales:	0.0033	0.0032	0.0031	0.0031	0.0034	0.0036					
Mean % (95-00) 0.0033											
Resulting Revenue Estimate:							56.8	59.5	62.2	64.9	67.7
MEAN REVENUE ESTIMATE:							61.0	64.4	68.4	73.1	77.6

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	1.550	1.550	1.560	1.540	1.540	1.554	1.568	1.582	1.596	1.610	1.624
Retail Sales (billions):	12.80	13.20	13.90	14.60	15.60	16.40	17.22	18.04	18.86	19.68	20.50

Market Profile

Below-the-Line Listening Shares:	0.0
Unlisted Station Listening:	14.2
Total Lost Listening:	14.2
Available Share Points:	85.8
Number of Viable Stations:	17.0
Average Share Points per Viable Station:	5.0
Rev. per Available Share Point:	\$689,977
Estimated Rev. for Mean Station:	\$3,449,885
Average HH Income:	\$43,721
Average Age:	34.9
Average Education:	12.4
Average Home Value:	\$87,000
Population Change (1999-2004):	4.5
Retail Sales Change (1999-2004):	26.2
Cable Penetration:	76.5
Number of Class B or C FMs:	14

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Entercom: WNVZ FM, WPTE FM, WVKL FM, WWDE FM	\$16,992,000	28.7
2 Clear Channel: WJCD FM, WOWI FM, WSVV FM, WSVY FM	\$11,790,000	19.9
3 Barnstable: WCMS FM, WCMS AM, WGH FM, WGH AM, WWSO FM, WXEZ FM	\$11,247,000	19.0
4 Saga: WAFX FM, WJOI AM, WNOR FM	\$10,540,000	17.8
5 Sinclair Communications: WKOC FM, WNIS/WTAR AM, WROX FM, WTAR AM	\$7,430,000	12.6
6 Willis: WCPK AM, WGPL AM, WPCE AM	\$770,000	1.3

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WOWI FM	B	\$8,300,000	14.0
2 WWDE FM	AC	\$6,690,000	11.3
3 WNOR FM	AOR	\$5,400,000	9.1
4 WAFX FM	CL AOR	\$4,960,000	8.4
5 WGH FM	C	\$4,725,000	8.0
6 WPTE FM	AC/NR	\$4,450,000	7.5
7 WNIS/WTAR	AASPRTS	\$3,700,000	6.3
8 WNVZ FM	CHR	\$3,432,000	5.8
9 WCMS FM	C	\$2,600,000	4.4
10 WWSO FM	B/O	\$2,522,000	4.3
11 WVKL FM	O	\$2,420,000	4.1
12 WROX FM	AOR-NR	\$2,230,000	3.8
13 WJCD FM	J	\$2,000,000	3.4
14 WKOC FM	AOR-P	\$1,500,000	2.5
15 WSVY FF	B/O	\$1,490,000	2.5
16 WXEZ FM	SAC	\$900,000	1.5
17 WGH AM	SPRTS	\$500,000	0.8
18 WPCE AM	B/G	\$430,000	0.7
19 WGPL AM	B/G	\$340,000	0.6
20 WJOI AM	ST	\$180,000	0.3

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	80.6	\$46,735,000	(+11.4)
National:	19.4	\$11,267,000	(+19.0)

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. All but a few low-rated AMs cooperate. Managers expect 5% to 7% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$59,200,000	20.1	0.0036
Television	\$108,000,000	36.7	0.0066
Newspaper	\$103,000,000	35.0	0.0063
Outdoor	\$15,000,000	5.1	0.0009
Cable TV	\$9,000,000	3.1	0.0005
Media Totals:	\$294,200,000		0.0179

Note: Use Newspaper and Outdoor estimates with caution.

Norfolk

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Ship Building Research Fishing Military Food Processing	Norfolk Southern Smithfield Foods	291 341	Norfolk Southern Corp. Smithfield Foods	Landmark Communications Computer & Hi-Tech Management

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	65.2	<\$20: 19.9	12-to-24: 24.1
Black:	30.8	\$20-\$49.9: 40.8	25-to-54: 55.5
Amer. Indian:	0.4	\$50-\$99.9: 31.7	55-plus: 20.4
Asian/Pac.Isl.:	3.7	\$100+: 7.6	Non High School Grad: 20.5
Hispanic: *	3.3		High School Grad: 29.3
			College 1-3 years: 29.6
			College 4+ years: 20.6

Viable Stations

WAFX-FM	WCMS-FM	WGH-AM	WGH-FM
WJCD-FM	WKOC-FM	WNIS/WTAR-AA	WNOR-FM
WNVZ-FM	WOWI-FM	WPCE-AM	WPTE-FM
WROX-FM	WSVY-FF	WVKL-FM	WWDE-FM
WWSO-FM	WXEZ-FM		

Competitive Media

Major Over the Air Television Calls	City of Lic.	Chan.	Net	Owner	LMA/USA
WTKR-TV	Norfolk	3	CBS	NY Times	
WAVY-TV	Portsmouth	10	NBC	LIN	
WVEC-TV	Hampton	13	ABC	Belo	
WHRO-TV	Hampton	15	PBS	Hampton Roads Ed.	
WGNT	Portsmouth	27	UPN	Paramount	
WTVZ	Norfolk	33	WB	Sinclair	
WVBT	Virginia Beach	43	FOX	Beach 43	LIN
WPXV	Norfolk	49	PAX	Paxson	
WPEN-LP	Hampton	68	IND	Lockwood	

Colleges and Universities

	(# of Students)
Old Dominion U.	17,698
Tidewater CC	14,724
C of William and Mary	7,490
Norfolk State U.	6,915
Thomas Nelson CC	5,365
Hampton U.	4,810
Christopher Newport U. (and more)	4,537
Total Students (FT & PT)	68,963

Major Daily Newspapers	AM	PM	Sun	Owner
Norfolk Virginian-Pilot	197,502		234,339	Landmark Communications Inc.
Newport News Daily Press	92,546		115,063	Tribune Co.

Best Golf Courses

Williamsburg Inn, Kingsmill (Williamsburg), Hell's Point, Ford's Colony, Golden Horseshoe (Williamsburg)

Weather Data

Elevation:	24		
Annual Precipitation:	45.2 in.		
Annual Snowfall:	7.2 in.		
Average Windspeed:	10.6 (SW)		
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	48.8	86.6	68.0
Avg. Min. Temp:	32.2	50.6	50.6
Average Temp:	40.5	59.3	59.3

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade	Admin. Support/Clerical	Jul 90: 4.3%
2 Manufac., Durables	Professional	Jul 91: 6.2%
3 Public Administration	Precis. Produc./Craft/Repair	Jul 92: 7.3%
4 Educational Svcs.	Exec., Admin. & Managerial	Jul 93: 6.3%
5 Construction	Sales	Jul 94: 5.7%
6 Health Svcs.	Svc., Exclud. Protective & HH	All of 1995: 4.9%
7 Other Prof. Svcs.	Technicians & Support	All of 1996: 4.8%
8 Fin., Ins. & Real Estate	Machine Oprs., Fab., Assemb. & Inspec.	All of 1997: 4.8%
9 Business & Repair Svcs.	Transportation & Moving	All of 1998: 3.4%
10 Transportation	Handlers, Cleaners, Help., Laborers	All of 1999: 3.4%
Total Metro Employees		
Top 10 Total Employees		

Major Radio Station Sales

Major Radio Station Sales Since 1992

Year	Calls	From	To	Price	(E)
1992	WWDE-F	Sold by Edens		\$5,400,000	
1992	WKOC-F (Eliz. City)		Benchmark	\$2,700,000	
1992	WTAR, WLTY-F	Landmark	Benchmark		
1993	WPMH		Epperson	\$140,000	
1993	WNVZ-F	Wilks-Schwartz	Max Radio	\$3,600,000	
1993	WMYA-F	Willis	Sinclair	\$1,500,000	
1993	WAFX-F	Four Seasons	Saga	\$4,000,000	
1993	WJQI A/F	Coleman	Sunshine Wireless	\$3,500,000	
1994	WZAM (1110)			\$217,000	
1994	WMXN-F	ML	Ragan Henry	\$3,500,000	
1996	WJCD-F	Ragan Henry	Clear Channel	\$8,000,000	
1996	WOWI-F	Ragan Henry	Clear Channel	\$23,000,000	
1996	WSVY	Ragan Henry	Clear Channel	\$1,000,000	
1996	WTAR, WKOC-F	Benchmark	Sinclair	\$8,100,000	
1996	WLTY-F	Benchmark	Susquehanna	\$6,500,000	
1996	WMYK-F	Willis	Clear Channel	\$3,350,000	
1996	WSVY-F		Clear Channel	\$3,000,000	
1996	WFOG-AF,WPTE-F	Sunshine Wireless	Max	\$15,000,000	
1997	WGH-AF/WVCL-F	Traded by Susquehanna	Heritage	WVAE-F (Cinci.) + \$5.0 mil.	
1997	WFOG	Sold by Max		\$125,000	
1997	WGH	Heritage	Sinclair Bcst Gp	\$1,600,000	
1997	WGH-F	Heritage	Sinclair Bcst Gp	\$16,300,000	
1997	WVCL-F	Heritage	Sinclair Bcst Gp	\$9,600,000	
1997	WCKO (1110)		Metropolitan	\$263,000	
1997	WFOG-F	Max	Sinclair Bcst Gp	\$12,000,000	
1997	WNVZ-F	Max	Sinclair Bcst Gp	\$9,900,000	
1997	WPTE-F	Max	Sinclair Bcst Gp	\$10,900,000	
1997	WWDE-F	Max	Sinclair Bcst Gp	\$21,900,000	
1998	WGH AM, WGH FM, WFOG-F	Sinclair Bcst Gp	Petracom	\$23,000,000	
1998	WTJZ		Epperson	\$380,000	
1/18/99	WVNS AM		Alliance		
3/9/99	WFOG FM, WGH AM, WGH FM	Sinclair Bcst Gp	Petracom	Cancelled	
4/7/99	WFOG FM, WGH AF	Sinclair Bcst Gp	Barnstable	\$23,700,000	
7/26/99	WNVZ FM, WPTE FM, WVKL FM, WWDE FM	Sinclair Bcst Gp	Entercom	Group purchase: \$821,500,000	
10/20/99	WCMS AM, WCMS FM	WCMS Radio	Barnstable	\$15,500,000	
3/16/00	WCPK AM	Truth Broadcasting	Willis	Swap: WCPK + \$450,000 for WPOL Greensboro-Winston Salem	
5/24/00	WXEZ FM	Eure	Barnstable	\$7,000,000	Blackburn
1/31/01	WRJR AM	4M Radio Group	Chesapeake-Portsmouth Bcstg Corp.	\$950,000	

Odessa-Midland

2000 ARB Rank:	174	2000 Revenue:	\$10,700,000	Manager's Market Ranking (current):	2.9
2000 MSA Rank:	193	Rev per Share Point:	\$121,041	Manager's Market Ranking (future):	3.0
2000 DMA Rank:	151	Population per Station:	10,216		
2000 Rev Rank:	152 of 173	2000 Revenue Change:	9.2%	Five-year revenue gain % (95-00):	46.6

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	7.3	8.1	8.7	9.6	9.8	10.7					
Yearly Growth Rate (95-00): 5.8% assigned											
Projected Revenue Estimates:							11.4	11.6	12.2	13.0	13.8
Revenue per Capita:	30.42	33.61	35.95	39.02	39.52	43.15					
Yearly Growth Rate (95-00): 4.9% assigned											
Projected Revenue per Capita:							45.97	46.77	49.19	52.42	55.20
Resulting Revenue Estimate:							11.9	12.1	12.8	13.6	14.4
Revenue as % of Retail Sales:	0.0033	0.0037	0.0038	0.0040	0.0038	0.0040					
Mean % (95-00) 0.0038											
Resulting Revenue Estimate:							10.7	11.2	11.6	12.1	12.5
MEAN REVENUE ESTIMATE:							11.4	11.6	12.2	12.9	13.6

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.240	0.241	0.242	0.246	0.248	0.248	0.248	0.248	0.248	0.248	0.250
Retail Sales (billions):	2.20	2.20	2.30	2.40	2.60	2.70	2.82	2.94	3.06	3.18	3.30

Market Profile

Below-the-Line Listening Shares:	0.0
Unlisted Station Listening:	11.6
Total Lost Listening:	11.6
Available Share Points:	88.4
Number of Viable Stations:	12.5
Average Share Points per Viable Station:	7.1
Rev. per Available Share Point:	\$121,041
Estimated Rev. for Mean Station:	\$859,391
Average HH Income:	\$37,297
Average Age:	32.9
Average Education:	12.0
Average Home Value:	\$51,700
Population Change (1999-2004):	0.0
Retail Sales Change (1999-2004):	22.3
Cable Penetration:	71.3
Number of Class B or C FMs:	14

Highest Billing Radio Entities

(includes duopolies and combos)

Combined Revenue Revenue Share

Highest Billing Stations

RELIABLE ESTIMATES ARE NOT AVAILABLE FOR THIS MARKET

Confidence Levels

2000 Revenue Estimates:	Below Normal
2001-to-2005 Revenue Estimates:	Below Normal

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$10,700,000	31.5	0.0040
Television	\$23,300,000	68.5	0.0086
Newspaper			
Outdoor			
Cable TV			
Media Totals:	\$34,000,000		0.0126

Note: Use Newspaper and Outdoor estimates with caution.

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies

Socio-Economic Breakdowns

Ethnic	Income (\$000)		Age	Education	
White:	91.4	<\$20:	24.8	12-to-24	21.9
Black:	6.8	\$20-\$49.9:	36.0	25-to-54	55.1
Amer. Indian:	0.6	\$50-\$99.9:	27.5	55-plus	23.0
Asian/Pac. Isl.:	1.2	\$100+:	11.7	Non High School Grad:	28.3
Hispanic: *	32.6			High School Grad:	25.4
				College 1-3 years:	27.6
				College 4+ years:	18.7

Viable Stations

KBAT-FM	KCHX-FM	KCRS-AM	KCRS-FM
KFZX-FM	KGEE-FM	KKJW-FM	KMCM-FM
KMND-AM	KMRK-FM	KNFM-FM	KODM-FM
KQLM-FM	KQRX-FM	KTXC-FM	

Colleges and Universities

	(# of Students)
Midland Coll.	4,580
Odessa Coll.	4,188
U. of Texas of the Permian Basin	2,213
Total Students (FT & PT)	10,981

Best Golf Courses

Weather Data

NO WEATHER DATA AVAILABLE.

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KMID-TV	Midland	2	ABC	Nexstar	
KOSA-TV	Odessa	7	CBS	Benedek	
KWES-TV	Monahans	9	NBC	Midessa	
KPEJ	Odessa	24	FOX	Comcorp of TX	
KOCV-TV	Odessa	36	PBS	Odessa Jr. Coll.	
K60EE	Odessa	60	TEL	Telemundo	

Major Daily Newspapers

	AM	PM	Sun	Owner
Odessa American	26,155		30,107	Freedom Communications Inc.
Midland Reporter-Telegram	19,330		23,957	Hearst Newspapers

Employment Breakdowns

By Industry			By Occupation			Unemployment	
1 Retail Trade	19,019	17.54%	Admin. Support/Clerical	17,555	16.19%	All of 1995	6.2%
2 Mining	15,491	14.28%	Precis. Produc./Craft/Repair	15,761	14.53%	All of 1996	5.7%
3 Educational Svcs.	9,225	8.51%	Professional	15,072	13.90%	All of 1997	5.1%
4 Construction	7,135	6.58%	Sales	14,734	13.58%	All of 1998	5.3%
5 Other Prof. Svcs.	6,740	6.21%	Exec., Admin. & Managerial	13,011	12.00%	All of 1999	8.7%
6 Health Svcs.	6,632	6.11%	Svc., Exclud. Protective & HH	11,742	10.83%		
7 Fin., Ins. & Real Estate	6,500	5.99%	Transportation & Moving	5,266	4.86%		
8 Wholesale Trade	6,213	5.73%	Handlers, Cleaners, Help., Laborers	4,296	3.96%		
9 Business & Repair Svcs.	5,887	5.43%	Machine Oprs., Fab., Assemb. & Inspec.	4,044	3.73%		
10 Manufac., Durables	5,739	5.29%	Technicians & Support	3,462	3.19%		
Total Metro Employees	108,459						
Top 10 Total Employees	88,581	81.67%					

Major Radio Station Sales

Major Radio Station Sales Since 1994

Year	Calls	From	To	Price	(E)
1994	KMND, KNFM-F			\$1,600,000	
1996	KCHX-F	Sonance	Champion	\$450,000	
1996	KCRS-AF	Sold by Mayes		\$1,000,000	
1996	KCDQ-F		Champion	\$1,600,000	
1996	KMRK-F		Champion	\$575,000	
1997	KBAT-F		New Frontier (Tommy Vasocu)	\$1,025,000	
1997	KQIP-F		New Frontier (Tommy Vasocu)	\$475,000	
1998	KMND, KBAT-F, KGEE-F, KNFM-F, KODM-F	New Frontier	Cumulus	\$13,500,000	
1998	KIOL-F		Equicom	\$300,000	
1998	KIOL-F	Noalmark	GBE of Abilene	\$250,000 + KYRK-F Hobbs	
1998	KCHX-F/KMRK-F/KCDQ-F	Champion	Capstar		
4/1/99	KRIL AM	Clyde Butler	Cumulus	\$110,000	
7/19/99	KKJW FM	John Wiggins	NIA Broadcasting	\$700,000	
3/6/00	KJBC AM	Donald Kennedy	Queen of Peace Radio	\$175,000	
4/3/00	KCRS AM	Parker Humes Bcstg.	Clear Channel		
4/3/00	KCRS FM	Parker Humes Bcstg.	Clear Channel		
12/19/00	KQRX FM	Cardwell Broadcasting Corp.	Tommy Vasocu	\$800,000	
2/2/01	KLVW FM	Educational Media Found. Inc.	Tommy Vasocu	\$1,480,000	

Oklahoma City

2000 ARB Rank:	54	2000 Revenue:	\$46,700,000	Manager's Market Ranking (current):	3.0
2000 MSA Rank:	61	Rev per Share Point:	\$546,199	Manager's Market Ranking (future):	3.2
2000 DMA Rank:	45	Population per Station:	37,452	23	
2000 Rev Rank:	52 of 173	2000 Revenue Change:	7.1%	Five-year revenue gain % (95-00):	49.7

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	31.2	35.1	37.9	41.8	43.6	46.7					
Yearly Growth Rate (95-00): 5.9% assigned											
Projected Revenue Estimates:							48.5	51.7	55.2	60.2	64.8
Revenue per Capita:	30.59	34.08	36.44	40.19	41.52	44.14					
Yearly Growth Rate (95-00): 5.1% assigned											
Projected Revenue per Capita:							45.50	48.14	51.02	55.23	59.02
Resulting Revenue Estimate:							50.8	54.1	57.8	63.0	67.8
Revenue as % of Retail Sales:	0.0030	0.0033	0.0034	0.0036	0.0035	0.0035					
Mean % (95-00) 0.0034											
Resulting Revenue Estimate:							46.9	48.8	50.8	52.8	54.7
MEAN REVENUE ESTIMATE:							48.7	51.6	54.6	58.7	62.5

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	1.020	1.030	1.040	1.040	1.050	1.058	1.066	1.074	1.082	1.090	1.098
Retail Sales (billions):	10.30	10.60	11.00	11.50	12.30	13.20	13.78	14.36	14.94	15.52	16.10

Market Profile

Below-the-Line Listening Shares:	0.0
Unlisted Station Listening:	14.5
Total Lost Listening:	14.5
Available Share Points:	85.5
Number of Viable Stations:	14.5
Average Share Points per Viable Station:	5.9
Rev. per Available Share Point:	\$546,199
Estimated Rev. for Mean Station:	\$3,222,574
Average HH Income:	\$39,157
Average Age:	35.3
Average Education:	12.4
Average Home Value:	\$54,500
Population Change (1999-2004):	3.8
Retail Sales Change (1999-2004):	26.2
Cable Penetration:	63.0
Number of Class B or C FMs:	10

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. KVSP, KKNG-F and WWLS do not cooperate.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$46,700,000	17.3	0.0035
Television	\$110,000,000	40.7	0.0083
Newspaper	\$98,000,000	36.2	0.0074
Outdoor	\$10,400,000	3.8	0.0008
Cable TV	\$5,400,000	2.0	0.0004
Media Totals:	\$270,500,000		0.0205

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: KEBC AM, KJYO FM, KQSR FM, KTOK AM, KTST FM, KXXY FM	\$19,270,000	41.3
2 Citadel: KATT FM, KKWD FM, KYIS FM, WWLS AM, WWLS FM	\$13,377,000	28.6
3 Renda: KMGL FM, KOMA FM, KOMA AM, KRXO FM	\$12,410,000	26.6
4 Tyler Broadcasting Corp.: KKNG FM, KTLR AM, KTUZ FM	\$1,200,000	2.6
5 Perry Broadcasting Co.: KVSP AM	\$510,000	1.1
6 Bott Broadcasting Co.: KQCV AM	\$300,000	0.6
7 Opubco, Inc.: WKY AM	\$290,000	0.6

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KATT FM	AOR	\$5,630,000	12.1
2 KJYO FM	CHR	\$5,600,000	12.0
3 KXXY FM	C	\$4,750,000	10.2
4 KRXO FM	CL AOR	\$4,550,000	9.7
5 KMGL FM	AC	\$4,060,000	8.7
6 KTOK AM	N/T	\$3,900,000	8.4
7 KOMA AF	O	\$3,800,000	8.1
8 KYIS FM	AC/NR	\$3,560,000	7.6
9 KTST FM	C	\$3,050,000	6.5
10 KKWD FM	CHR/U	\$2,970,000	6.4
11 KQSR FM	SAC	\$1,500,000	3.2
12 WWLS AF	SPRTS	\$1,217,000	2.6
13 KKNG FM	C/O	\$1,200,000	2.6
14 KVSP AM	B	\$510,000	1.1
15 KQCV AM	REL	\$300,000	0.6
16 WKY AM	T	\$290,000	0.6
17 KEBC AM	VA	\$250,000	0.5

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	87.5	\$39,420,000	(+7.2)
National:	12.5	\$5,649,000	(+0.6)
Note: Trade equals 2.4% of local. It was 4.2% in 1999 and 4.4% in 1998.			

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Oil	Fleming 135	Devon Energy	Express Services	Accord Human Resources
Military	H.J. Heinz 199	Fleming Companies	Hobby Lobby Creative Centers	Advanced Financial Solutions
Government	Kerr-McGee 405	Kerr-McGee	Love's Country Stores	Exiss Aluminum Trailers
Electronics	OGE Energy 483			
Automotive				

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	82.1	<\$20: 25.0	12-to-24 22.0
Black:	10.9	\$20-\$49.9: 39.7	25-to-54 54.2
Amer. Indian:	4.6	\$50-\$99.9: 27.5	55-plus 23.8
Asian/Pac. Isl.:	2.4	\$100+: 7.8	Non High School Grad: 19.8
Hispanic: *	5.4		High School Grad: 27.2
			College 1-3 years: 30.4
			College 4+ years: 22.5

Viable Stations

KATT-FM	KEBC-AM	KJYO-FM	KKNG-FM
KKWD-FM	KMGL-FM	KOMA-AF	KQSR-FM
KRXO-FM	KTOK-AM	KTST-FM	KVSP-AM
KXXY-FM	KYIS-FM	WKY-AM	WWLS-AM

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KFOR-TV	Oklahoma City	4	NBC	NY Times	
KOCO-TV	Oklahoma City	5	ABC	Hearst-Argyle	
KWTV	Oklahoma City	9	CBS	Griffin	
KETA	Oklahoma City	13	PBS	OK EdTV	
KOKH-TV	Oklahoma City	25	FOX	Sullivan	Sinclair
KOCB	Oklahoma City	34	WB	Sinclair	
KAUT	Oklahoma City	43	UPN	Paramount	
KSBI	Oklahoma City	52	IND	Locke Supply	
KOPX	Oklahoma City	62	PAX	Paxson	

Major Daily Newspapers

	AM	PM	Sun	Owner
The Daily Oklahoman;				
The Sunday Oklahoman	201,892		293,185	Gaylord

Colleges and Universities

	(# of Students)
U. of Oklahoma	23,862
Oklahoma State U.	20,365
U. of Central Oklahoma	14,183
Oklahoma City CC	8,962
Oklahoma City U.	4,407
Oklahoma State U.: Oklahoma City	3,877
Redlands CC	2,062
(and more)	
Total Students (FT & PT)	87,241

Best Golf Courses

Oak Trees (Edmond), Twin Hills

Weather Data

Elevation:	1285		
Annual Precipitation:	31.7 in.		
Annual Snowfall:	9.2 in.		
Average Windspeed:	12.9 (SSE)		
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	47.6	92.6	71.1
Avg. Min. Temp:	26.0	70.4	48.7
Average Temp:	36.8	81.5	59.9

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade	87,970 17.43%	Admin. Support/Clerical 87,666 17.37%
2 Public Administration	47,369 9.39%	Professional 71,829 14.24%
3 Health Svcs.	43,825 8.69%	Exec., Admin. & Managerial 65,482 12.98%
4 Educational Svcs.	43,297 8.58%	Sales 64,426 12.77%
5 Manuf., Durables	41,591 8.24%	Svc., Exclud. Protective & HH 57,214 11.34%
6 Fin., Ins. & Real Estate	35,809 7.10%	Precis. Produc./Craft/Repair 54,397 10.78%
7 Other Prof. Svcs.	35,517 7.04%	Machine Oprs., Fab., Assemb. & Inspec. 27,888 5.53%
8 Business & Repair Svcs.	26,951 5.34%	Technicians & Support 21,222 4.21%
9 Construction	24,933 4.94%	Transportation & Moving 19,504 3.87%
10 Wholesale Trade	23,873 4.73%	Handlers, Cleaners, Help., Laborers 16,803 3.33%
Total Metro Employees	504,564	Jul 90: 4.4%
Top 10 Total Employees	411,135 81.48%	Jul 91: 5.3%
		Jul 92: 4.9%
		Jul 93: 5.4%
		Jul 94: 4.3%
		All of 1995: 3.7%
		All of 1996: 3.3%
		All of 1997: 3.3%
		All of 1998: 3.7%
		All of 1999: 2.6%

Oklahoma City

Major Radio Station Sales

Major Radio Station Sales Since 1991

Year	Calls	From	To	Price	(E)
1991	KZBS-F (cancelled)			\$3,100,000	
1993	KPRW	Sold by Surrey		\$375,000	
1993	KEBC-F	Independence	Clear Channel	\$7,500,000	
1993	KOQL-F	Entercom	NewMarket		
1993	KOQL-F	NewMarket	Radio Equity	\$6,000,000	
1993	KXXY A/F	NewMarket	Radio Equity	\$18,600,000	
1994	KATT-F, KYIS-F	Merger into duopoly		\$10,000,000	
1994	KNTL-F (Bethany)	Pat Robertson	Bott	\$600,000	
1995	KOMA-F	Wilks-Schwartz	Diamond	\$2,500,000	
1996	KXXY-AF	Radio Equity	Clear Channel	\$32,000,000	
1996	KTST-F	Radio Equity	Clear Channel	\$7,000,000	
1996	KTNT-F		Caribou	\$2,400,000	
1997	KNTL-F	Bott	Caribou	\$5,250,000	
1998	KOMA-AF/KRXO-F	Diamond	Renda	\$53,375,000	
1998	WWLS		Caribou	\$3,800,000	
4/29/99	KBYE AM	SCI Corp.	Tyler Broadcasting	\$480,000	
5/10/99	KOKC AM	OKC, Ltd.	Fox Broadcasting	\$120,000	
8/23/99	KATT FM, KCYI FM, KNTL FM, KYIS FM, WWLS AM	Caribou Broadcasting	Citadel	\$60,000,000	

2000 ARB Rank:	73	2000 Revenue:	\$39,600,000	Manager's Market Ranking (current):	3.0
2000 MSA Rank:	74	Rev per Share Point:	\$470,868	Manager's Market Ranking (future) :	3.2
2000 DMA Rank:	75	Population per Station:	27,435	20	
2000 Rev Rank:	61 of 173	2000 Revenue Change:	8.5%	Five-year revenue gain % (95-00):	38.0

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	28.7	30.8	32.0	35.2	36.5	39.6					
Yearly Growth Rate (95-00): 6.0% assigned											
Projected Revenue Estimates:							41.1	43.8	46.5	51.2	55.0
Revenue per Capita:	42.71	45.03	46.65	50.43	51.92	55.85					
Yearly Growth Rate (95-00): 6.4% assigned											
Projected Revenue per Capita:							57.48	60.75	63.96	70.04	74.63
Resulting Revenue Estimate:							43.0	45.9	48.7	53.6	57.6
Revenue as % of Retail Sales:	0.0037	0.0039	0.0039	0.0040	0.0038	0.0038					
Mean % (95-00) 0.0039											
Resulting Revenue Estimate:							41.7	45.0	48.4	51.7	55.0
MEAN REVENUE ESTIMATE:							42.0	44.9	47.8	52.2	55.9

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.672	0.684	0.686	0.698	0.703	0.709	0.715	0.721	0.727	0.731	0.737
Retail Sales (billions):	7.70	7.80	8.20	8.80	9.60	10.40	10.70	11.55	12.40	13.25	14.10

Market Profile

Below-the-Line Listening Shares:	0.5
Unlisted Station Listening:	15.4
Total Lost Listening:	15.9
Available Share Points:	84.1
Number of Viable Stations:	15.5
Average Share Points per Viable Station:	5.4
Rev. per Available Share Point:	\$470,868
Estimated Rev. for Mean Station:	\$2,542,687
Average HH Income:	\$56,763
Average Age:	35.4
Average Education:	12.6
Average Home Value:	\$59,300
Population Change (1999-2004):	4.0
Retail Sales Change (1999-2004):	38.0
Cable Penetration:	71.5
Number of Class B or C FMs:	10

Highest Billing Radio Entities

(includes duopolies and combos)	Combined Revenue	Revenue Share
1 Journal Broadcast Group: KBBX AM, KEZO FM, KKCD FM, KMXM FM, KOMJ AM, KOSR AM, KQCH FM, KSRZ FM, KSSO FM	\$13,610,000	34.4
2 Clear Channel: KFAB AM, KGOR FM, KRQC FM, KXKT FM	\$13,520,000	34.1
3 Mitchell Bcstg: KAZP AM, KFMT FM, KHUB AM, KKAR AM, KOIL AM, KQKQ FM, KZFX FM	\$6,851,000	17.3
4 Webster Communications: KEFM FM	\$3,421,000	8.6
5 Waitt Radio, Inc.: KCTY FM	\$250,000	0.6
6 Warga Broadcasting, LLC: KOTD AM	\$240,000	0.6

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KXKT FM	C	\$5,060,000	12.8
2 KEZO FM	AOR	\$4,500,000	11.4
3 KGOR FM	AOR	\$3,950,000	10.0
4 KFAB AM	FS/T	\$3,800,000	9.6
5 KEFM FM	AC	\$3,421,000	8.6
6 KSRZ FM	CHR/AC	\$2,867,000	7.2
7 KQKQ FM	CHR	\$2,834,000	7.2
8 KKAR AM	N/T	\$2,400,000	6.1
9 KMXM FM	C	\$1,962,000	5.0
10 KKCD FM	CL AOR	\$1,602,000	4.0
11 KQCH FM	CHR/U	\$1,431,000	3.6
12 KZFX FM	CL HITS	\$1,147,000	2.9
13 KOMJ AM	ST	\$720,000	1.8
14 KRQC FM	AOR	\$710,000	1.8
15 KAZP AM	SPRTS	\$370,000	0.9
16 KOSR AM	SPRTS	\$325,000	0.8
17 KCTY FM	AOR-P	\$250,000	0.6
18 KOTD AM	ST	\$240,000	0.6
19 KBBX AM	SP	\$203,000	0.5
20 KOIL AM	SPRTS	\$100,000	0.3

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	86.4	\$32,372,000	(+6.0)
National:	13.6	\$5,098,000	(+1.2)

Note: Trade equals 5.1% of local. In 1999, it was 5.7%

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. All viable stations cooperate.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$39,600,000	20.8	0.0038
Television	\$72,000,000	37.8	0.0069
Newspaper	\$66,800,000	35.1	0.0064
Outdoor	\$7,200,000	3.8	0.0007
Cable TV	\$4,900,000	2.6	0.0005
Media Totals:	\$190,500,000		0.0183

Note: Use Newspaper and Outdoor estimates with caution.

Omaha

Commerce and Industry

Important Businesses and Industries

Meat and Food Processing
Farm Machinery
Agribusiness
Telephone Apparatus

Fortune 500 Companies

Berkshire Hathaway 40
ConAgra 68
Peter Kiewit Sons' 358
Mutual of Omaha Insurance 394

Forbes 500 Companies

Berkshire Hathaway
ConAgra
Union Pacific

Forbes Largest Private Companies

Peter Kiewit Sons'
Scouler

INC 500 Companies

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	88.8	<\$20: 16.9	12-to-24 21.5
Black:	8.7	\$20-\$49.9: 34.5	25-to-54 55.2
Amer. Indian:	0.6	\$50-\$99.9: 35.6	55-plus 23.3
Asian/Pac. Isl.:	1.8	\$100+: 13.0	Non High School Grad: 14.7
Hispanic: *	5.4		High School Grad: 31.5
			College 1-3 years: 30.3
			College 4+ years: 23.6

Viable Stations

KAZP-AM	KCTY-FM	KEFM-FM	KEZO-FM
KFAB-AM	KGOR-FM	KKAR-AM	KKCD-FM
KMXM-FM	KOMJ-AM	KOSR-AM	KOTD-FM
KQCH-FM	KQKQ-FM	KRQC-FM	KSRZ-FM
KXKT-FM	KZFX-FM		

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KMTV	Omaha	3	CBS	Emmis	
WOWT	Omaha	6	NBC	Benedek	
KETV	Omaha	7	ABC	Hearst-Argyle	
KXVO	Omaha	15	WB	Mitts	Pappas
KYNE-TV	Omaha	26	PBS	NE ETV	Pappas
KPTM	Omaha	42	FOXUPN	Pappas	

Colleges and Universities

(# of Students)

U. of Nebraska - Omaha	12,756
Metropolitan CC	5,823
Creighton U.	5,809
Bellevue U.	2,727
U. of Nebraska Medical Center	2,599
Iowa Western CC	2,488
C of Saint Mary (and more)	869
Total Students (FT & PT)	35,072

Major Daily Newspapers

	AM	PM	Sun	Owner
Omaha World-Herald	222,688		268,953	Omaha World-Herald

Best Golf Courses

Happy Hollow, Highland CC, Omaha CC, Champions Course

Weather Data

Elevation:	977		
Annual Precipitation:	28.5 in.		
Annual Snowfall:	32.5 in.		
Average Windspeed:	10.9 (SSE)		
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	32.7	88.6	62.8
Avg. Min. Temp:	12.4	65.8	40.2
Average Temp:	22.6	77.2	51.5

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade 65,470 18.36%	Admin. Support/Clerical 68,253 19.14%	Jul 90: 2.7%
2 Fin., Ins. & Real Estate 35,739 10.02%	Professional 51,079 14.32%	Jul 91: 3.2%
3 Health Svcs. 32,332 9.07%	Sales 48,905 13.71%	Jul 92: 3.6%
4 Educational Svcs. 27,908 7.83%	Exec., Admin. & Managerial 47,168 13.23%	Jul 93: 3.1%
5 Other Prof. Svcs. 24,040 6.74%	Svc., Exclud. Protective & HH 40,391 11.33%	Jul 94: 2.9%
6 Business & Repair Svcs. 22,554 6.32%	Precis. Produc./Craft/Repair 32,962 9.24%	All of 1995 2.8%
7 Manufac., Non-Durables 20,968 5.88%	Machine Oprs., Fab., Assemb. & Inspec. 16,702 4.68%	All of 1996 2.9%
8 Manufac., Durables 19,724 5.53%	Technicians & Support 13,503 3.79%	All of 1997 2.7%
9 Transportation 19,705 5.53%	Transportation & Moving 12,976 3.64%	All of 1998 2.5%
10 Construction 19,319 5.42%	Handlers, Cleaners, Help., Laborers 12,616 3.54%	All of 1999 2.6%
Total Metro Employees 356,628		
Top 10 Total Employees 287,759 80.69%		

Major Radio Station Sales

Major Radio Station Sales Since 1994

Year	Calls	From	To	Price	(E)
1994	KEZO A/F	Narragansett	Journal Co.	\$9,000,000	
1994	KKCD-F		Journal Co.	\$3,590,000	
1995	KYNN-F (Lincoln)	Midwest Comm.	KQKQ owner	\$1,700,000	
1995	KXKT-F		Triathlon	\$8,125,000	
1995	KRRK-F (Bennington)		Triathlon	\$2,700,000	
1996	KFAB, KGOR-F	Henry	Amer. Radio Sys.	\$28,000,000	
1996	KRRK-F		Triathlon	\$2,700,000	
1996	KXKT-F		Triathlon	\$8,100,000	
1996	KFAB, KGOR-F	Amer. Radio Sys.	Triathlon	\$39,000,000	
1996	KOSJ-F (OmahaCty)	Klebe	Journal	\$5,000,000	
1997	KBBX, KESY-F	BCR	Journal	\$5,500,000	
1998	KOTD-F			\$1,050,000	
1998	KFAB	Triathlon	Capstar	\$22,000,000	
1998	KGOR-F	Triathlon	Capstar	\$15,600,000	
1998	KTNP-F	Triathlon	Capstar	\$5,700,000	
1998	KXKT-F	Triathlon	Capstar	\$20,200,000	
1998	WOW	Great Empire	Journal BG	\$4,700,000	
1998	WOW-F	Great Empire	Journal BG	\$14,900,000	
3/2/00	KAZP AM, KFMT FM, KHUB AM, KKAR AM, KOIL AM, KQKQ FM, KZFX FM	Mitchell Broadcasting	Waitt Radio	Long-term LMA w/option. 16-stn. group: \$ NA	

2000 ARB Rank:	39	2000 Revenue:	\$114,200,000	Manager's Market Ranking (current):	4.7
2000 MSA Rank:	34	Rev per Share Point:	\$1,303,653	Manager's Market Ranking (future) :	4.5
2000 DMA Rank:	21 (w/Daytona, Melbourne)	Population per Station:	47,554	Five-year revenue gain % (95-00):	81.6
2000 Rev Rank:	24 of 173	2000 Revenue Change:	8.2%		

Revenue History and Projections

	Radio Revenue History						Radio Revenue Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	62.9	70.7	78.2	92.5	105.5	114.2					
Yearly Growth Rate (95-00): 7.7% assigned											
Projected Revenue Estimates:							119.7	128.3	138.6	151.0	163.1
Revenue per Capita:	44.30	48.43	52.13	60.07	66.77	70.76					
Yearly Growth Rate (95-00): 5.7% assigned											
Projected Revenue per Capita:							72.63	76.28	80.77	86.29	91.42
Resulting Revenue Estimate:							125.3	134.3	145.1	158.1	170.8
Revenue as % of Retail Sales:	0.0036	0.0037	0.0039	0.0043	0.0044	0.0044					
Mean % (95-00) 0.0041											
Resulting Revenue Estimate:							116.7	126.4	136.0	145.7	155.4
MEAN REVENUE ESTIMATE:							120.6	129.7	139.9	151.6	163.1

Population and Demographic Estimates

	Historic						Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	1.420	1.460	1.500	1.540	1.580	1.614	1.648	1.682	1.716	1.750	1.784
Retail Sales (billions):	17.30	19.00	19.90	21.30	24.00	26.10	28.46	30.82	33.18	35.54	37.90

Market Profile

Below-the-Line Listening Shares:	1.5
Unlisted Station Listening:	10.9
Total Lost Listening:	12.4
Available Share Points:	87.6
Number of Viable Stations:	18.0
Average Share Points per Viable Station:	4.9
Rev. per Available Share Point:	\$1,303,653
Estimated Rev. for Mean Station:	\$6,387,900
Average HH Income:	\$45,558
Average Age:	38.3
Average Education:	12.4
Average Home Value:	\$84,200
Population Change (1999-2004):	10.8
Retail Sales Change (1999-2004):	48.1
Cable Penetration:	76.1
Number of Class B or C FMs:	13

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: WJRR FM, WMGF FM, WQTM AM, WSHE FM, WTKS FM, WWNZ AM, WXXL FM	\$46,645,000	40.8
2 Cox Radio: WCFB FM, WDBO AM, WHTQ FM, WMMO FM, WPYO FM, WWKA FM	\$39,700,000	34.8
3 CBS/Infinity: WJHM FM, WOCL FM, WOMX FM	\$21,235,000	18.6
4 Gross Communications Corp.: WLOQ FM	\$4,600,000	4.0
5 Florida Broadcasters: WONQ AM, WRMQ AM	\$815,000	0.7
6 ABC Inc.: WHOO AM	\$539,000	0.5
7 Thomas Harvey Moffit, Jr.: WTLN AM	\$420,000	0.4
8 Hall Communications: WPCV FM	\$396,000	0.3
9 Rama Communications, Inc.: WOKB AM, WTIR AM	\$240,000	0.2
10 Radio Luz, Inc.: WRLZ AM	\$150,000	0.1

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WTKS FM	T	\$11,865,000	10.4
2 WXXL FM	CHR	\$11,735,000	10.3
3 WOMX FM	AC	\$11,630,000	10.2
4 WWKA FM	C	\$10,245,000	9.0
5 WMMO FM	CL HITS	\$8,513,000	7.5
6 WJRR FM	AOR	\$7,862,000	6.9
7 WDBO AM	FS/T	\$7,012,000	6.1
8 WMGF FM	SAC	\$6,777,000	5.9
9 WHTQ FM	CL AOR	\$6,436,000	5.6
10 WJHM FM	B	\$6,005,000	5.3
11 WSHE FM	O	\$5,474,000	4.8
12 WLOQ FM	J	\$4,600,000	4.0
13 WCFB FM	B/AC	\$4,375,000	3.8
14 WOCL FM	B/O	\$3,600,000	3.2
15 WPYO FM	CHR/U	\$2,582,000	2.3
16 WQTM AM	SPRST	\$1,914,000	1.7
17 WWNZ AM	N	\$1,018,000	0.9
18 WHOO AM	ST	\$539,000	0.5
19 WONQ AM	SP	\$535,000	0.5
20 WTLN AM	REL	\$420,000	0.4
21 WPCV FM	C	\$396,000	0.3
22 WRMQ AM	SP-TP	\$280,000	0.2
23 WOKB AM	B/G	\$240,000	0.2
24 WRLZ AM	SP-C	\$150,000	0.1

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	75.6	\$85,379,000	(+9.1)
National:	24.4	\$27,616,000	(+5.4)

Confidence Levels

2000 Revenue Estimates:
2001-to-2005 Revenue Estimates:

Comments: Market reports revenue to Miller, Kaplan. All but a few lower rated stations cooperate (WONQ, WOKB, WRMQ, WALZ, WPRD).

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$114,200,000	21.2	0.0044
Television	\$215,000,000	40.0	0.0082
Newspaper	\$170,000,000	31.6	0.0065
Outdoor	\$20,800,000	3.9	0.0008
Cable TV	\$17,700,000	3.3	0.0007
Media Totals:	\$537,700,000		0.0206

Note: Use Newspaper and Outdoor estimates with caution.

Orlando

Commerce and Industry

Important Businesses and Industries

Tourism
Agribusiness
Electronics
Insurance
Aerospace

Fortune 500 Companies

Darden Restaurants 449
Hughes Supply 482

Forbes 500 Companies

Forbes Largest Private Companies

INC 500 Companies

Call Henry
Custom Staffing
Presentation Group
Value Financial Services

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	82.4	<\$20: 20.1	12-to-24 21.0
Black:	14.3	\$20-\$49.9: 40.3	25-to-54 55.5
Amer. Indian:	0.4	\$50-\$99.9: 29.6	55-plus 23.5
Asian/Pac. Isl.:	2.9	\$100+: 10.0	Non High School Grad: 21.1
Hispanic: *	12.4		High School Grad: 30.1
			College 1-3 years: 28.4
			College 4+ years: 20.4

Viable Stations

WCFB-FM	WDBO-AM	WHOO-AM	WHTQ-FM
WJHM-FM	WJRR-FM	WLOQ-FM	WMGF-FM
WMMO-FM	WOCL-FM	WOMX-FM	WONQ-FM
WPYO-FM	WQTM-AM	WSHE-FM	WTKS-FM
WWKA-FM	WWNZ-AM	WXXL-FM	

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WKMG-TV	Orlando	6	CBS	Post-Newsweek	
WOKB-LP	Orlando	7	IND	Rama	
WFTV	Orlando	9	ABC	Cox	
WKCF	Clermont	18	WB	Emmis	
WMFE-TV	Orlando	24	PBS	Community Comm.	
WOFL	Orlando	35	FOX	Meredith	
WTMO-LP	Kissimmee	40	TEL	ZGS	
WBSF	Melbourne	43	IND	USA	
WTGL-TV	Cocoa	52	IND	Good Life	
WACX	Leesburg	55	IND	Assoc. Christ. TV	
WOPX	Melbourne	56	PAX	Paxson	
WVEN-LP	Orlando	63	UNI	Entravision	
WRBW	Orlando	65	UPN	United TV	

Major Daily Newspapers

	AM	PM	Sun	Owner
The Orlando Sentinel	259,967		379,592	Tribune Co.

Colleges and Universities

(# of Students)

U. of Central Florida	29,412
Valencia CC	19,466
Seminole CC	7,111
Rollins Coll.	2,234
Lake-Sumter CC	1,761
Florida Metropolitan U. Orlando College North	675
Southern Coll.	380
Total Students (FT & PT)	61,039

Best Golf Courses

Bay Hill, Grand Cypress, Lake Nona, Isleworth

Weather Data

Elevation:	96		
Annual Precipitation:	50.7 in.		
Annual Snowfall:	0		
Average Windspeed:	8.7 (S)		
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	70.5	89.8	81.1
Avg. Min. Temp:	50.0	72.9	62.4
Average Temp:	60.3	81.4	71.8

Employment Breakdowns

By Industry

1 Retail Trade	149,735	19.12%
2 Construction	61,735	7.88%
3 Fin., Ins. & Real Estate	57,746	7.38%
4 Manufac., Durables	56,575	7.23%
5 Health Svcs.	51,168	6.53%
6 Personal Svcs.	47,073	6.01%
7 Entertain. & Rec. Svcs.	47,058	6.01%
8 Business & Repair Svcs.	46,472	5.94%
9 Educational Svcs.	46,072	5.88%
10 Other Prof. Svcs.	45,754	5.84%
Total Metro Employees	782,985	
Top 10 Total Employees	609,388	77.83%

By Occupation

Admin. Support/Clerical	127,841	16.33%
Sales	113,513	14.50%
Exec., Admin. & Managerial	105,586	13.49%
Svc., Exclud. Protective & HH	103,012	13.16%
Professional	98,782	12.62%
Precis. Produc./Craft/Repair	84,861	10.84%
Transportation & Moving	31,523	4.03%
Handlers, Cleaners, Help., Laborers	27,813	3.55%
Machine Oprs., Fab., Assemb. & Inspec.	27,527	3.52%
Technicians & Support	26,548	3.39%

Unemployment

Jul 90:	5.4%
Jul 91:	7.1%
Jul 92:	7.8%
Jul 93:	6.1%
Jul 94:	5.9%
All of 1995	4.5%
All of 1996	3.8%
All of 1997	3.4%
All of 1998	3.0%
All of 1999	2.7%

Major Radio Station Sales

Major Radio Station Sales Since 1994

Year	Calls	From	To	Price	(E)
1994	WOMX	Nationwide	NewCity	\$500,000	
1994	WOCL-F	Amer. Media	Chancellor	\$28,000,000	
1994	WWZN	Paxson	WTRR owner	\$300,000	
1994	WGTO (Pine Hills)		Paxson	\$1,300,000	
1995	WHOO, WHTQ-F	TK	Granum	\$11,500,000	
1995	WXXL-F	Taylor	OmniAmerica	\$15,000,000	
1995	WCFB-F (Daytona)	Root	NewCity	\$6,000,000	
1995	WXXL-F	OmniAmerica	Citicasters	\$23,000,000	Cancelled
1996	WHOO	Granum	Infinity	\$2,000,000	
1996	WHTQ-F	Granum	Infinity	\$15,000,000	
1996	WMMO-F	Granum	Infinity	\$17,000,000	
1996	WJHM-F	Beasley	OmniAmerica	\$21,300,000	
1996	WOMX-F	Nationwide	OmniAmerica		Trade (Cleveland)
1996	WDIZ-F	Shamrock	Paxson	\$22,500,000	
1996	WDBO	NewCity	Cox	\$13,000,000	
1996	WZKD	NewCity	Cox	\$1,000,000	
1996	WCFB-F	NewCity	Cox	\$14,000,000	
1996	WWKA-F	NewCity	Cox	\$36,000,000	
1996	WJHM-F	OmniAmerica	Chancellor	\$29,000,000	
1996	WOMX-F	OmniAmerica	Chancellor	\$42,000,000	
1996	WXXL-F	OmniAmerica	Chancellor	\$25,000,000	
1996	WHOO	Infinity	Cox	\$2,000,000	
1996	WHTQ-F	Infinity	Cox	\$18,000,000	
1996	WMMO-F	Infinity	Cox	\$24,000,000	
1996	WTKS-F	Press	Paxson	\$21,000,000	
1997	WWNZ	Paxson	Clear Channel	\$3,500,000	
1997	WQTM	Paxson	Clear Channel	\$1,800,000	
1997	WJRR-F	Paxson	Clear Channel	\$29,000,000	
1997	WMGF-F	Paxson	Clear Channel	\$36,200,000	
1997	WSHE-F	Paxson	Clear Channel	\$25,800,000	
1997	WTKS-F	Paxson	Clear Channel	\$34,200,000	
1998	WTLN-F	T. Moffit Sr.	Cox	\$14,500,000	
1998	WZKD	Cox	T. Moffit Jr.	\$500,000	
1998	WAJL		Lapa	\$1,200,000	
1998	WOTS		Alliance Bdcstg Grp.	\$450,000	
1998	WOTS		WTRR/WPRD owner	\$450,000	
8/3/99	WFIV AM	Radio Florida	Genesis Communications	\$1,800,000	
12/13/99	WAJL AM	Lapcom	Genesis	\$2,100,000	
3/6/00	WJHM FM, WOCL FM, WOMX FM	AMFM	CBS/Infinity		AMFM/CCU divestiture.\$1,400,000,000
3/16/00	WUNA AM	Freedom Network	Multicultural		Group transaction: \$12,000,000
12/6/00	WHOO AM	Cox Radio	ABC Inc.		\$5,000,000

Oxnard-Ventura

2000 ARB Rank:	108	2000 Revenue:	\$13,500,000	Manager's Market Ranking (current):	3.2
2000 MSA Rank:	72	Rev per Share Point:	\$274,390	Manager's Market Ranking (future):	3.6
2000 DMA Rank:	2 (Los Angeles)	Population per Station:	25,520	15	
2000 Rev Rank:	138 of 173	2000 Revenue Change:	10.7%	Five-year revenue gain % (95-00):	51.7

Revenue History and Projections

	Radio Revenue History					Radio Revenue Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	8.9	9.3	10.0	10.9	12.2	13.5					
Yearly Growth Rate (95-00): 5.4% assigned											
Projected Revenue Estimates:							14.0	14.8	15.7	16.7	17.8
Revenue per Capita:	12.36	12.81	13.61	14.71	16.29	17.74					
Yearly Growth Rate (95-00): 4.5% assigned											
Projected Revenue per Capita:							18.11	18.85	19.70	20.62	21.66
Resulting Revenue Estimate:							14.7	15.5	16.4	17.5	18.6
Revenue as % of Retail Sales:	0.0012	0.0012	0.0012	0.0013	0.0014	0.0014					
Mean % (95-00) 0.0013											
Resulting Revenue Estimate:							13.1	13.9	14.8	15.7	16.5
MEAN REVENUE ESTIMATE:							13.9	14.7	15.6	16.6	17.6

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.720	0.726	0.735	0.741	0.749	0.761	0.773	0.785	0.797	0.810	0.822
Retail Sales (billions):	7.40	7.70	8.10	8.50	9.00	9.40	10.06	10.72	11.38	12.04	12.70

Market Profile

Below-the-Line Listening Shares:	41.2
Unlisted Station Listening:	9.6
Total Lost Listening:	50.8
Available Share Points:	49.2
Number of Viable Stations:	11.5
Average Share Points per Viable Station:	4.3
Rev. per Available Share Point:	\$274,390
Estimated Rev. for Mean Station:	\$1,179,877
Average HH Income:	\$51,345
Average Age:	N/A
Average Education:	N/A
Average Home Value:	\$230,100
Population Change (1999-2004):	8.1
Retail Sales Change (1999-2004):	33.8
Cable Penetration:	N/A
Number of Class B or C FMs:	3

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Cumulus Media: KBBY FM, KHAY FM, KVEN AM	\$5,000,000	37.0
2 Lazer Broadcasting: KCZN FM, KOXR AM, KXLM FM	\$2,900,000	21.5
3 Gold Coast Broadcasting Co.: KCAQ FM, KKBE FM, KKZZ AM, KMLA FM, KOCP FM, KUNX AM, KVTA AM	\$2,200,000	16.3

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KXLMFM	SP-C	\$2,900,000	21.5
2 KHAY FM	C	\$2,700,000	20.0
3 KBBY FM	AC	\$2,300,000	17.0
4 KCAQ FM	CHR/U	\$2,200,000	16.3

Confidence Levels

2000 Revenue Estimates:	Below Normal
2001-to-2005 Revenue Estimates:	Below Normal

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$13,500,000	14.3	0.0014
Television	\$33,500,000	35.5	0.0036
Newspaper	\$40,400,000	42.8	0.0043
Outdoor	\$7,000,000	7.4	0.0007
Cable TV			
Media Totals:	\$94,400,000		0.0100

Note: Use Newspaper and Outdoor estimates with caution.

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
	WellPoint Health Networks 204		Kinko's	

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education

Viable Stations

KBBY-FM	KCAQ-FM	KCZN-FM	KDAR-FM
KHAY-FM	KKZZ-AM	KMLA-FM	KOCP-FM
KOXR-AM	KVEN-AM	KVYY-FM	KXLM-FM

Colleges and Universities

	(# of Students)
Ventura Coll.	11,200
Oxnard Coll.	6,800
Thomas Aquinas Coll.	246
St. John's Seminary Coll.	95
Total Students (FT & PT)	18,341

Competitive Media

Major Over the Air Television
See Los Angeles

Major Daily Newspapers	AM	PM	Sun	Owner
Ventura County Star; Ventura County Sunday Star	93,564		107,560	E W Scripps Co. (Scripps Howard)

Best Golf Courses

Weather Data

NO WEATHER DATA AVAILABLE.

Employment Breakdowns

By Industry	By Occupation	Unemployment

Major Radio Station Sales

Major Radio Station Sales Since 1991

Year	Calls	From	To	Price	(E)
1991	KAXX		Douglas	\$910,000	
1991	KAGR-F		Douglas	\$1,060,000	
1991	KXBS-F (Santa Paula)	Receivership		\$775,000	
1992	KKUR-F (Ojai)	Eric/Chandler	George Duncan	\$725,000	
1994	KOXR	Sold by Lotus		\$350,000	
1994	KKZZ, KELF-F			\$1,200,000	
1996	KTRO, KCAQ-F	Sold by Hal Frank		\$3,650,000	
1996	KVEN, KHAY-F	Bob Fox	McDonald/Bengal	\$12,700,000	
1996	KXSP, KTND-F		Gold Coast	\$2,000,000	
1996	KBBY-F		Bengal	\$6,600,000	
1998	KOXR		Lazer	\$370,000	
12/20/99	KVEN AM, KBBY FM, KHAY FM	McDonald Media	Cumulus	Group: \$41,000,000	

Panama City

2000 ARB Rank:	226	2000 Revenue:	\$9,500,000	Manager's Market Ranking (current):	2.4
2000 MSA Rank:	260	Rev per Share Point:	\$105,909	Manager's Market Ranking (future):	3.0
2000 DMA Rank:	158	Population per Station:	7,856	16	
2000 Rev Rank:	161 of 173	2000 Revenue Change:	8.0%	Five-year revenue gain % (95-00):	43.9

Revenue History and Projections

	Radio Revenue History					Radio Revenue Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	6.6	6.9	7.5	8.2	8.8	9.5					
Yearly Growth Rate (95-00): 5.9% assigned											
Projected Revenue Estimates:							9.8	10.4	11.2	11.8	12.6
Revenue per Capita:	46.48	47.26	51.37	54.67	58.28	62.50					
Yearly Growth Rate (95-00): 4.0% assigned											
Projected Revenue per Capita:							64.05	67.53	72.26	75.64	80.26
Resulting Revenue Estimate:							10.3	10.9	11.7	12.4	13.2
Revenue as % of Retail Sales:	0.0041	0.0038	0.0042	0.0043	0.0042	0.0043					
Mean % (95-00) 0.0042											
Resulting Revenue Estimate:							9.7	10.2	10.8	11.3	11.8
MEAN REVENUE ESTIMATE:							9.9	10.5	11.2	11.8	12.5

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.142	0.146	0.146	0.150	0.151	0.152	0.153	0.154	0.155	0.156	0.157
Retail Sales (billions):	1.60	1.80	1.80	1.90	2.10	2.20	2.32	2.44	2.56	2.68	2.80

Market Profile

Below-the-Line Listening Shares:	2.7
Unlisted Station Listening:	7.6
Total Lost Listening:	10.3
Available Share Points:	89.7
Number of Viable Stations:	11.0
Average Share Points per Viable Station:	8.2
Rev. per Available Share Point:	\$105,909
Estimated Rev. for Mean Station:	\$868,454
Average HH Income:	\$35,526
Average Age:	36.4
Average Education:	12.2
Average Home Value:	\$61,600
Population Change (1999-2004):	3.3
Retail Sales Change (1999-2004):	27.6
Cable Penetration:	65.1
Number of Class B or C FMs:	11

Confidence Levels

2000 Revenue Estimates:	Below Normal
2001-to-2005 Revenue Estimates:	Below Normal

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$9,500,000	37.5	0.0043
Television	\$15,800,000	62.5	0.0072
Newspaper			
Outdoor			
Cable TV			
Media Totals:	\$25,300,000		0.0115

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: WDIZ AM, WEBZ FM, WFSY FM, WPAP FM, WPBH FM, WPPT FM	\$3,695,000	38.9
2 NextMedia: WILN FM, WPCF AM, WQJM FM, WYOO FM, WYYX FM	\$2,790,000	29.4
3 Waitt Radio, Inc.: WAKT FM, WLHR FM, WMXP FM, WRBA FM	\$1,800,000	18.9

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WPAP FM	C	\$1,600,000	16.8
2 WILN FM	CHR	\$1,450,000	15.3
3 WFSY FM	AC	\$1,250,000	13.2
4 WRBA FM	CL AOR	\$800,000	8.4
5 WAKT FM	C	\$680,000	7.2
6 WYOO FM	T	\$660,000	6.9
7 WYYX FM	AOR	\$540,000	5.7
8 WLHR FM	CHR	\$320,000	3.4
9 WPBH FM	O	\$270,000	2.8
10 WPPT FM	AOR	\$240,000	2.5
11 WEBZ FM	B	\$235,000	2.5
12 WQJM FM	B/O	\$140,000	1.5
13 WDIZ AM	ST	\$100,000	1.1

Commerce and Industry

Important Businesses and Industries

Fortune 500 Companies

Forbes 500 Companies

Forbes Largest Private Companies

INC 500 Companies

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	83.0	<\$20: 25.2	12-to-24 20.1
Black:	13.1	\$20-\$49.9: 40.8	25-to-54 53.6
Amer. Indian:	1.0	\$50-\$99.9: 26.8	55-plus 26.3
Asian/Pac. Isl.:	2.9	\$100+:	7.2
Hispanic: *	2.9		

Viable Stations

WAKT-FM	WDIZ-AM	WEBZ-FM	WFSY-FM
WILN-FM	WLHR-FM	WPAP-FM	WPBH-FM
WPPT-FM	WQJM-FM	WRBA-FM	WYOO-FM
WYYX-FM			

Colleges and Universities

(# of Students)

Gulf Coast CC	4,472
Total Students (FT & PT)	4,472

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WJHG-TV	Panama City	7	NBC	Gray	
WMBB	Panama City	13	ABC	Media Gen'l	
WPGX	Panama City	28	FOX	Waitt	
WFSG	Panama City	56	PBS	FL St. U.	

Best Golf Courses

Weather Data

NO WEATHER DATA AVAILABLE.

Major Daily Newspapers

	AM	PM	Sun	Owner
The News Herald	33,276		38,035	Freedom Communications Inc.

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade 15,221 24.05%	Sales 9,494 15.00%	All of 1995 6.7%
2 Health Svcs. 5,203 8.22%	Admin. Support/Clerical 9,294 14.68%	All of 1996 6.0%
3 Public Administration 5,191 8.20%	Svc., Exclud. Protective & HH 8,856 13.99%	All of 1997 6.6%
4 Educational Svcs. 4,798 7.58%	Professional 8,541 13.49%	All of 1998 6.6%
5 Construction 4,641 7.33%	Exec., Admin. & Managerial 7,434 11.74%	All of 1999 6.1%
6 Fin., Ins. & Real Estate 3,979 6.29%	Precis. Produc./Craft/Repair 7,109 11.23%	
7 Other Prof. Svcs. 3,707 5.86%	Transportation & Moving 2,629 4.15%	
8 Personal Svcs. 3,431 5.42%	Technicians & Support 2,379 3.76%	
9 Business & Repair Svcs. 3,167 5.00%	Handlers, Cleaners, Help., Laborers 2,308 3.65%	
10 Manufac., Durables 2,833 4.48%	Machine Oprs., Fab., Assemb. & Inspec. 2,293 3.62%	
Total Metro Employees 63,299		
Top 10 Total Employees 52,171 82.42%		

Major Radio Station Sales

Major Radio Station Sales Since 1994

Year	Calls	From	To	Price	(E)
1994	WMTO-F (Port St. Joe)			\$250,000	
1995	WILN-F		Cavaleri	\$745,000	
1995	WGNE, WFSY-F	Woodfin	WMTO owner	\$1,300,000	
1995	WEBZ-F (Mexico Bch)	Sold by Woodfin		\$438,000	
1996	WPAP-F	Southern	Paxson	\$3,500,000	
1996	WPBH-F	Southern	Paxson	\$800,000	
1996	WGNE, WEBZ-F, WFSY-F		Paxson	\$2,850,000	
1997	WAKT-F, WRBA-F		Root	\$3,400,000	
1997	WDRK-F, WPFM-F		Root	\$2,750,000	
1997	WYOO-F		Styles	\$770,000	
1997	WDIZ	Paxson	Clear Channel	\$500,000	
1997	WFSY-F	Paxson	Clear Channel	\$2,500,000	
1997	WPAP-F	Paxson	Clear Channel	\$5,900,000	
1997	WPBH-F	Paxson	Clear Channel	\$1,100,000	
1997	WSHF-F	Paxson	Clear Channel	\$1,500,000	
1998	WYYX-F			\$400,000	
1998	WYYX-F			\$850,000	
1998	WDLP		Styles	\$100,000	
1998	WPCF-F		Styles	\$1,330,000	
1/27/99	WAKT FM, WLHR FM, WMXP FM, WRBA FM	Root	Waitt	Portfolio: \$6,500,000	
1/29/99	WYYX FM		Empire Broadcasting	\$875,000	
7/27/99	WEBZ FM	DP Media	Clear Channel	\$800,000 Plus assumption of liabilities	
10/4/99	WILN FM, WYYX FM	Empire Broadcasting Sys.	NextMedia	\$4,700,000	
10/6/99	WDLP AM, WPCF FM, WYOO FM	Styles Broadcasting	NextMedia	\$3,600,000	

Pensacola

2000 ARB Rank:	121	2000 Revenue:	\$12,500,000	Manager's Market Ranking (current):	2.6	
2000 MSA Rank:	125	Rev per Share Point:	\$252,016	Manager's Market Ranking (future):	2.9	
2000 DMA Rank:	62 (w/Mobile)	Population per Station:	28,942	12	Five-year revenue gain % (95-00):	N/A
2000 Rev Rank:	146 of 173	2000 Revenue Change:	4.2%			

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	0.0	9.7	10.4	11.8	12.0	12.5					
Yearly Growth Rate (95-00): 6.0% assigned											
Projected Revenue Estimates:							13.0	13.8	14.7	15.9	17.0
Revenue per Capita:	0.00	24.43	25.49	28.64	28.71	29.69					
Yearly Growth Rate (95-00): 5.6% assigned											
Projected Revenue per Capita:							30.66	32.32	34.19	36.72	38.99
Resulting Revenue Estimate:							13.6	14.4	15.4	16.6	17.8
Revenue as % of Retail Sales:	0.0000	0.0026	0.0027	0.0028	0.0027	0.0027					
Mean % (95-00) 0.0023											
Resulting Revenue Estimate:							10.9	11.1	11.4	11.7	12.0
MEAN REVENUE ESTIMATE:							12.5	13.1	13.8	14.7	15.6

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.390	0.397	0.408	0.412	0.418	0.421	0.424	0.427	0.430	0.433	0.436
Retail Sales (billions):	3.30	3.70	3.90	4.20	4.40	4.60	4.72	4.84	4.96	5.08	5.20

Market Profile

Below-the-Line Listening Shares:	34.2
Unlisted Station Listening:	16.2
Total Lost Listening:	50.4
Available Share Points:	49.6
Number of Viable Stations:	7.0
Average Share Points per Viable Station:	7.1
Rev. per Available Share Point:	\$252,016
Estimated Rev. for Mean Station:	\$1,789,314
Average HH Income:	\$35,841
Average Age:	35.8
Average Education:	12.4
Average Home Value:	\$59,600
Population Change (1999-2004):	3.6
Retail Sales Change (1999-2004):	15.5
Cable Penetration:	N/A
Number of Class B or C FMs:	5

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. All viable stations except WRNE cooperate. Managers predict 4% to 6% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$12,500,000	31.7	0.0027
Television	\$26,900,000	68.3	0.0058
Newspaper			
Outdoor			
Cable TV			
Media Totals:	\$39,400,000		0.0086

Note: Use Newspaper and Outdoor estimates with caution. Split DMA with Mobile. Total TV revenue for the DMA is estimated to be \$67,500,000.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Pamal Broadcasting: WMEZ FM, WXBM FM	\$6,040,000	48.3
2 Clear Channel: WTKX FM, WYCL FM	\$3,760,000	30.1
3 Cumulus Media: WCOA AM, WJLQ FM, WRRX FM	\$2,530,000	20.2
4 Media One Communications, Inc.: WRNE AM	\$240,000	1.9

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WXBM FM	C	\$3,950,000	31.6
2 WTKX FM	AOR	\$2,760,000	22.1
3 WMEZ FM	SAC	\$2,090,000	16.7
4 WJLQ FM	CL AOR	\$1,200,000	9.6
5 WYCL FM	O	\$1,000,000	8.0
6 WCOA AM	T	\$930,000	7.4
7 WRRX FM	AOR-NR	\$400,000	3.2
8 WRNE AM	G	\$240,000	1.9

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	81.1	\$9,980,000	(+6.7)
National:	18.9	\$2,320,000	(-4.3)

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Military Textiles				Advantage Credit International Telwares

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	77.6	<\$20: 25.7	12-to-24 21.9
Black:	18.2	\$20-\$49.9: 40.2	25-to-54 53.3
Amer. Indian:	1.2	\$50-\$99.9: 27.0	55-plus 24.8
Asian/Pac. Isl.:	2.9	\$100+: 7.1	Non High School Grad: 22.7
Hispanic: *	2.9		High School Grad: 28.6
			College 1-3 years: 30.3
			College 4+ years: 18.5

Viable Stations

WCOA-AM	WJLQ-FM	WMEZ-FM	WRNE-AM
WRRX-FM	WTKX-FM	WXBM-FM	WYCL-FM

Colleges and Universities

	(# of Students)
Pensacola Junior Coll.	7,294
U. of West Florida	7,122
Total Students (FT & PT)	14,416

Best Golf Courses

Tiger Point, Perdido Key

Weather Data

NO WEATHER DATA AVAILABLE
See Mobile for an approximation

Competitive Media

Major Over the Air Television
See Mobile

Major Daily Newspapers	AM	PM	Sun	Owner
Pensacola News Journal	61,779		82,934	Gannett Co. Inc.

Employment Breakdowns

By Industry			By Occupation			Unemployment		
1 Retail Trade	35,208	20.28%	Admin. Support/Clerical	26,031	14.99%	Jul 89:		6.1%
2 Health Svcs.	16,427	9.46%	Sales	24,494	14.11%	Jul 90:		5.7%
3 Public Administration	15,895	9.15%	Precis. Produc./Craft/Repair	23,986	13.81%	Jul 91:		6.2%
4 Educational Svcs.	15,467	8.91%	Professional	23,717	13.66%	Jul 92:		6.3%
5 Construction	14,014	8.07%	Svc., Exclud. Protective & HH	20,541	11.83%	Jul 93:		5.6%
6 Manufac., Non-Durables	10,950	6.31%	Exec., Admin. & Managerial	19,101	11.00%	All of 1995		4.2%
7 Other Prof. Svcs.	10,167	5.86%	Machine Oprs., Fab., Assemb. & Inspec.	8,154	4.70%	All of 1996		3.9%
8 Manufac., Durables	8,702	5.01%	Technicians & Support	7,873	4.53%	All of 1997		4.0%
9 Fin., Ins. & Real Estate	8,585	4.94%	Transportation & Moving	7,110	4.09%	All of 1998		3.9%
10 Transportation	8,511	4.90%	Handlers, Cleaners, Help., Laborers	5,907	3.40%	All of 1999		3.7%
Total Metro Employees	173,639							
Top 10 Total Employees	143,926	82.89%						

Major Radio Station Sales

Major Radio Station Sales Since 1996

Year	Calls	From	To	Price	(E)
1996	WOWW-F	SunGroup	Southern	\$2,600,000	
1996	WKGT-F (105.1, Century)			\$233,000	
1996	WOWW-F	Southern	Paxson	\$3,000,000	
1996	WTKX-F	Southern	Paxson	\$3,500,000	
1996	WWSF-F		Patterson		
1997	WMEZ-F		Capstar	\$7,000,000	
1997	WXBM-F	Patterson	Capstar	\$16,000,000	
1997	WTKX-F	Paxson	Clear Channel	\$3,100,000	
1997	WYCL-F	Paxson	Clear Channel	\$2,600,000	
1997	WVNY (1090)		WZNO owner		
1998	WYCL-F	Clear Channel	Capstar	\$2,800,000	
1998	WVTJ (610)			\$130,000	
2/5/99	WCOA AM, WWRO FM		Cumulus	with WWRO: \$9,000,000	
7/22/99	WYCL FM	Paxson	Concord Media	\$2,000,000	
3/6/00	WMEZ FM, WXBM FM	AMFM	Urban Radio Bcstg.	AMFM/CCU divestiture. Price NA	
4/9/00	WRRX FM	Maranatha Broadcasting	Cumulus		
9/27/00	WMEZ FM, WXBM FM	Urban Radio Broadcasting	Pamal		

Peoria

2000 ARB Rank:	135	2000 Revenue:	\$16,700,000	Manager's Market Ranking (current):	2.6
2000 MSA Rank:	148	Rev per Share Point:	\$212,198	Manager's Market Ranking (future):	3.1
2000 DMA Rank:	112 (w/Bloomington)	Population per Station:	17,012	17	
2000 Rev Rank:	116 of 173	2000 Revenue Change:	8.4%	Five-year revenue gain % (95-00):	42.7

Revenue History and Projections

	Radio Revenue History						Radio Revenue Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	11.7	12.7	13.0	14.3	15.4	16.7					
Yearly Growth Rate (95-00): 5.9% assigned											
Projected Revenue Estimates:							17.3	17.9	19.1	20.5	22.0
Revenue per Capita:	34.01	36.71	37.14	40.97	44.51	48.27					
Yearly Growth Rate (95-00): 5.6% assigned											
Projected Revenue per Capita:							50.00	51.59	55.04	59.08	63.22
Resulting Revenue Estimate:							18.1	18.7	20.0	21.5	23.0
Revenue as % of Retail Sales:	0.0032	0.0033	0.0033	0.0035	0.0036	0.0036					
Mean % (95-00) 0.0034											
Resulting Revenue Estimate:							16.6	17.5	18.5	19.4	20.4
MEAN REVENUE ESTIMATE:							17.3	18.1	19.2	20.5	21.8

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.344	0.346	0.350	0.349	0.346	0.346	0.346	0.347	0.347	0.347	0.348
Retail Sales (billions):	3.70	3.80	3.90	4.10	4.30	4.60	4.88	5.16	5.44	5.72	6.00

Market Profile

Below-the-Line Listening Shares:	6.5
Unlisted Station Listening:	14.8
Total Lost Listening:	21.3
Available Share Points:	78.7
Number of Viable Stations:	12.5
Average Share Points per Viable Station:	6.3
Rev. per Available Share Point:	\$212,198
Estimated Rev. for Mean Station:	\$1,336,847
Average HH Income:	\$47,770
Average Age:	36.8
Average Education:	12.2
Average Home Value:	\$49,700
Population Change (1999-2004):	0.3
Retail Sales Change (1999-2004):	33.0
Cable Penetration:	71.1
Number of Class B or C FMs:	4

Confidence Levels

2000 Revenue Estimates:	Slightly Below Normal
2001-to-2005 Revenue Estimates:	Slightly Below Normal

Comments: Market reports revenue to Hungerford and all but a few low-rated stations cooperate.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$16,700,000	19.8	0.0036
Television	\$29,600,000	35.2	0.0064
Newspaper	\$31,200,000	37.1	0.0068
Outdoor	\$4,000,000	4.8	0.0009
Cable TV	\$2,700,000	3.2	0.0006
Media Totals:	\$84,200,000		0.0183

Note: Use Newspaper and Outdoor estimates with caution. Split DMA with Bloomington. TV revenue is estimate of Peoria's share of total DMA TV revenue. Total DMA TV revenue is estimated at \$38,900,000.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 JMP Media, LLC: WIRL AM, WMBD AM, WPBG FM, WSWT FM	\$7,450,000	44.6
2 Cromwell Group: WFYR FM, WGLO FM, WIXO FM, WPPY FM, WRVP FM, WVEL AM	\$4,130,000	24.7
3 Kelly Communications, Inc.: WTAZ AM, WXCL FM	\$2,410,000	14.4
4 AAA Entertainment, LLC: WCNL FM, WDQX FM, WJPL FM, WWCT FM	\$1,720,000	10.3
5 B & G Broadcasting: WZPW FM	\$350,000	2.1

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WPBG FM	O	\$2,800,000	16.8
2 WSWT FM	SAC	\$2,400,000	14.4
3 WXCL FM	C	\$2,100,000	12.6
4 WGLO FM	AOR	\$2,000,000	12.0
5 WMBD AM	FS	\$1,800,000	10.8
6 WWCT FM	AOR	\$1,200,000	7.2
7 WIXO FM	AOR-NR	\$750,000	4.5
8 WFYR FM	C	\$700,000	4.2
9 WPPY FM	CHR	\$680,000	4.1
10 WIRL AM	ST/FS	\$450,000	2.7
11 WZPW FM	B/O	\$350,000	2.1
12 WTAZ AM	T/SPRTS	\$310,000	1.9
13 WJPL FM	J	\$270,000	1.6
14 WDQX FM	T/AOR	\$250,000	1.5

Philadelphia

2000 ARB Rank:	5	2000 Revenue:	\$312,500,000	Manager's Market Ranking (current):	3.9
2000 MSA Rank:	4	Rev per Share Point:	\$3,848,522	Manager's Market Ranking (future) :	3.4
2000 DMA Rank:	4	Population per Station:	169,292		
2000 Rev Rank:	10 of 173	2000 Revenue Change:	9.1%	Five-year revenue gain % (95-00):	62.6

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	192.2	204.3	230.0	251.9	286.4	312.5					
Yearly Growth Rate (95-00): 6.3% assigned											
Projected Revenue Estimates:							328.1	349.4	375.6	403.8	428.0
Revenue per Capita:	38.83	41.19	46.47	50.99	57.86	63.03					
Yearly Growth Rate (95-00): 6.0% assigned											
Projected Revenue per Capita:							66.07	70.25	75.39	80.92	85.63
Resulting Revenue Estimate:							343.5	365.8	393.3	422.8	448.1
Revenue as % of Retail Sales:	0.0043	0.0043	0.0046	0.0048	0.0052	0.0054					
Mean % (95-00): 0.0048											
Resulting Revenue Estimate:							291.0	302.1	313.2	324.4	335.5
MEAN REVENUE ESTIMATE:							320.9	339.1	360.7	383.7	403.9

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	4.950	4.960	4.950	4.940	4.950	4.958	4.966	4.974	4.982	4.990	4.998
Retail Sales (billions):	44.30	47.10	50.00	53.00	55.00	58.30	60.62	62.94	65.26	67.58	69.90

Market Profile

Below-the-Line Listening Shares:	3.7
Unlisted Station Listening:	15.1
Total Lost Listening:	18.8
Available Share Points:	81.2
Number of Viable Stations:	21.5
Average Share Points per Viable Station:	3.8
Rev. per Available Share Point:	\$3,848,522
Estimated Rev. for Mean Station:	\$14,624,384
Average HH Income:	\$57,114
Average Age:	36.9
Average Education:	12.6
Average Home Value:	\$100,800
Population Change (1999-2004):	0.8
Retail Sales Change (1999-2004):	22.9
Cable Penetration:	79.2
Number of Class B or C FMs:	14

Confidence Levels

2000 Revenue Estimates:
2001-to-2005 Revenue Estimates:

Comments: Market reports revenue to Miler, Kaplan and all viable stations cooperate. Managers expect 5% to 6% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$312,500,000	20.1	0.0054
Television	\$625,000,000	40.3	0.0107
Newspaper	\$518,000,000	33.4	0.0089
Outdoor	\$56,000,000	3.6	0.0010
Cable TV	\$41,000,000	2.6	0.0007
Media Totals:	\$1,552,500,000		0.0266

Note: Use Newspaper and Outdoor estimates with caution. Total TV revenue for Philadelphia DMA is estimated at \$716,000,000. Allocations were made to other radio markets within the DMA.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 CBS/Infinity: KYW AM, WIP AM, WOGL FM, WPHT AM, WYSP FM	\$112,100,000	35.9
2 Clear Channel: WDAS FM, WDAS AM, WIOQ FM, WJJZ FM, WLCE FM, WUSL FM	\$86,630,000	27.7
3 Greater Media, Inc.: WEJM FM, WMGK FM, WMMR FM, WPEN AM	\$44,400,000	14.2
4 WEAZ Radio, Inc.: WBEB FM	\$26,000,000	8.3
5 Beasley Broadcast Group: WTEL AM, WTMR AM, WWDB FM, WXTU FM	\$18,950,000	6.1
6 Radio One: WPHI FM, WPLY FM	\$18,700,000	6.0
7 Mega Communications: WEMG AM, WEMG FM, WSSJ AM	\$3,500,000	1.1
8 Inner City: WHAT AM	\$1,000,000	0.3

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KYW AM	N	\$40,000,000	12.8
2 WYSP FM	T/CL AOR	\$34,400,000	11.0
3 WBEB FM	SAC/AC	\$26,000,000	8.3
4 WDAS FM	B/AC	\$23,680,000	7.6
5 WIP AM	SPRTS	\$19,500,000	6.2
6 WIOQ FM	CHR	\$17,350,000	5.6
7 WMGK FM	CL HITS	\$16,470,000	5.3
8 WUSL FM	B	\$15,600,000	5.0
9 WJJZ FM	J	\$15,200,000	4.9
10 WMMR FM	AOR	\$14,930,000	4.8
11 WOGL FM	O	\$14,500,000	4.6
12 WLCE FM	CL HITS	\$13,200,000	4.2
13 WPLY FM	CHR-NR	\$11,000,000	3.5
14 WXTU FM	C	\$9,500,000	3.0
15 WEJM FM	B/O	\$8,500,000	2.7
16 WWDB FM	T	\$7,850,000	2.5
17 WPHI FM	B	\$7,700,000	2.5
18 WPEN AM	ST/FS	\$4,500,000	1.4
19 WPHT AM	T	\$3,700,000	1.2
20 WEMG AF	SP	\$3,500,000	1.1
21 WDAS AM	B/G	\$1,600,000	0.5
22 WTMR AM	REL	\$1,250,000	0.4
23 WHAT AM	B/T	\$1,000,000	0.3
24 WTEL AM	SP	\$350,000	0.1

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	59.6	\$184,124,000	(+12.8)
National:	40.4	\$124,829,000	(+3.0)

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Financial	Cigna 102	AmeriSource Health Corp. 102	Aramark	And 1
Apparel	Sunoco 154	Campbell Soup 154	Asplundh Tree Expert	Arena & Co.
Food Processing	AmeriSource Health 165	CIGNA 165	Berwind Group	Dansko
Chemicals	Comcast 233	Crown Cork & Seal 233	Day & Zimmermann Group	Datazed Software Services
Pharmaceuticals	Crown Cork & Seal 250	Jones Apparel Group 250	Genuardi's Family Markets	DoubleStar
Electronics	Aramark 253	Rohm and Haas 253	Henkels & McCoy	IQ Group
Insurance	Unisys 272	SunGard Data Systems 272	Honickman Affiliates	Omicron Systems
Petro Refining	Rohm & Haas 273	Sunoco, 273	Inductotherm Industries	Open Systems Solutions
	Campbell Soup 287	Unisys 287	Keystone Foods	Priority Express Courier
	Ikon Office Solutions 326	Vishay Intertechnology 404	Moyer Packing	Security Services and Technologies
	Jones Apparel Group 404		Superior Group	Syngy
			Wawa	
			WG Yates & Sons Construction	
			WWF Paper	

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	76.3	<\$20: 18.2	12-to-24 19.8
Black:	20.1	\$20-\$49.9: 30.5	25-to-54 52.7
Amer. Indian:	0.2	\$50-\$99.9: 34.2	55-plus 27.5
Asian/Pac.Isl.:	3.3	\$100+: 17.1	Non High School Grad: 22.9
Hispanic: *	4.8		High School Grad: 32.8
			College 1-3 years: 20.6
			College 4+ years: 23.7

Viable Stations

KYW-AM	WBEB-FM	WDAS-AM	WDAS-FM
WEJM-FM	WEMG-AF	WHAT-AM	WIOQ-FM
WIP-AM	WJZZ-FM	WLCE-FM	WMGK-FM
WMMR-FM	WQGL-FM	WPEN-AM	WPHI-FM
WPHT-AM	WPLY-FM	WTMR-AM	WUSL-FM
WWDB-FM	WXTU-FM	WYSP-FM	

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KYW-TV	Philadelphia	3	CBS	CBS	
WPVI-TV	Philadelphia	6	ABC	ABC	
WCAU-TV	Philadelphia	10	NBC	NBC	
WHYY-TV	Wilmington, DE	12	PBS	WHYY, Inc.	
WPHL-TV	Philadelphia	17	WB	Tribune	
WTFX-TV	Philadelphia	29	FOX	Fox	
WGTW-TV	Burlington, NJ	48	IND	Brunson	
WPSG-TV	Philadelphia	57	UPN	Paramount	
WPPX	Wilmington, DE	61	PAX	Paxson	NBC
WHSP-TV	Vineland	65	IND	USA	

Major Daily Newspapers

	AM	PM	Sun	Owner
The Philadelphia Inquirer	399,339		820,104	Knight Ridder
The Philadelphia Daily News	162,434			Knight Ridder

Colleges and Universities

	(# of Students)
Temple U.	26,416
U. of Pennsylvania	20,000
CC of Philadelphia	15,961
West Chester U. of Pennsylvania	10,950
Drexel U.	10,903
Villanova U.	9,559
Camden County Coll.	9,226
(and more)	
Total Students (FT & PT)	179,900

Best Golf Courses

Pine Valley, " (Clemonten, NJ)", Aronimink (Newton Sq.), Merion, Philadelphia GC, Phila Cricket Club

Weather Data

Elevation:			5
Annual Precipitation:			39.9 in.
Annual Snowfall:			41.2 in.
Average Windspeed:			9.6 (WSW)
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	40.1	86.8	64.2
Avg. Min. Temp:	24.4	66.7	44.9
Average Temp:	32.3	76.8	54.6

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade 376,804 15.84%	Admin. Support/Clerical 440,679 18.52%	Jul 90: 4.7%
2 Health Svcs. 237,411 9.98%	Professional 383,341 16.11%	Jul 91: 6.7%
3 Manufac., Durables 222,413 9.35%	Exec., Admin. & Managerial 333,206 14.01%	Jul 92: 7.9%
4 Educational Svcs. 200,012 8.41%	Sales 290,483 12.21%	Jul 93: 7.3%
5 Fin., Ins. & Real Estate 194,388 8.17%	Precis. Produc./Craft/Repair 246,802 10.37%	Jul 94: 6.5%
6 Other Prof. Svcs. 186,754 7.85%	Svc., Exclud. Protective & HH 222,645 9.36%	All of 1995 5.9%
7 Manufac., Non-Durables 183,750 7.72%	Machine Oprs., Fab., Assemb. & Inspec. 122,087 5.13%	All of 1996 5.3%
8 Construction 144,118 6.06%	Technicians & Support 97,435 4.10%	All of 1997 4.9%
9 Business & Repair Svcs. 122,395 5.14%	Transportation & Moving 83,837 3.52%	All of 1998 4.3%
10 Wholesale Trade 121,125 5.09%	Handlers, Cleaners, Help., Laborers 80,970 3.40%	All of 1999 4.1%
Total Metro Employees 2,378,920		
Top 10 Total Employees 1,989,170 83.62%		

Philadelphia

Major Radio Station Sales

Major Radio Station Sales Since 1993

Year	Calls	From	To	Price	(E)
1993	WZZD	Communicom	HE	\$2,000,000	
1993	WBEB	Jerry Lee	Salem	\$4,000,000	
1994	WDAS A/F	Unity	Beasley	\$26,000,000	
1994	WZZD	Communicom	Salem		
1994	WUSL-F	Tak	EZ	\$33,000,000	
1995	WPGR			\$1,400,000	
1995	WYXR-F	Pyramid	Evergreen	\$44,000,000	
1995	WJZ-F	Pyramid	Evergreen	\$38,000,000	
1995	WGMP, WOGL-F	CBS	Westinghouse	\$47,000,000	
1995	WWDB-F	Panache	Mercury	\$48,000,000	
1995	WFLN-F	Marling (Tanger)	Amer. Radio Sys.	\$31,000,000	Cancelled
1996	WFLN-F	Re-sold by Marlin	Amer. Radio Sys.	\$28,000,000	
1996	WFLN-F	Traded by ARS	Secret		KSFM-F in Sacramento
1996	WURD	Willis	Mega	\$1,570,000	
1996	WIP	Infinity	Westinghouse	\$85,000,000	
1996	WYSP-F	Infinity	Westinghouse	\$189,000,000	
1996	WIOQ-F	EZ	Amer. Radio Sys.	\$45,000,000	
1996	WUSL-F	EZ	Amer. Radio Sys.	\$70,000,000	
1996	WDAS-AF	Beasley	Evergreen	\$103,000,000	
1996	WFLN-F	Secret	Evergreen	\$37,700,000	
1996	WIOQ-F, WUSL-F	Amer. Radio Sys.	Evergreen		Traded Charlotte stations less \$10 mil.
1996	WDRE-F (Jenkintown)	Jarad	Radio One	\$20,000,000	
1996	WWDB-F	Mercury	Beasley	\$65,000,000	
1997	WMMR-F	Traded by CBS	Greater Media		Trade
1997	WFLN-F	Evergreen	Greater Media	\$41,800,000	
1998	WPWA	Children's	Catholic		
1998	WTMR (800, Camden NJ)	Gore-Overgaard	Beasley	\$8,000,000	
1998	WSSJ (1310)		Mega	\$2,000,000	
1998	WURD	Mega Bdcstg	Mega		
8/17/99	WWJZ AM	Mount Holly Radio	ABC Inc.	\$14,000,000	
9/29/99	WHAT AM	East Coast Commun.	Inner City		55% interest (w55% of WCXJ):
12/3/99	WPLY FM	Greater Media Radio Co.	Radio One	\$80,000,000	

2000 ARB Rank:	16	2000 Revenue:	\$190,000,000	Manager's Market Ranking (current):	4.5
2000 MSA Rank:	12	Rev per Share Point:	\$2,259,215	Manager's Market Ranking (future):	4.5
2000 DMA Rank:	17	Population per Station:	79,693		
2000 Rev Rank:	14 of 173	2000 Revenue Change:	13.8%	Five-year revenue gain % (95-00):	94.9

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	97.5	106.3	128.2	150.4	164.0	167.0					
Yearly Growth Rate (95-00): 7.6% assigned											
Projected Revenue Estimates:							190.0	200.0	213.5	230.5	251.3
Revenue per Capita:	37.36	37.96	44.06	49.97	52.56	52.06					
Yearly Growth Rate (95-00): 5.0% assigned											
Projected Revenue per Capita:							57.65	59.10	61.49	64.75	68.89
Resulting Revenue Estimate:							198.9	209.4	223.5	241.3	263.1
Revenue as % of Retail Sales:	0.0030	0.0030	0.0035	0.0040	0.0039	0.0037					
Mean % (95-00) 0.0035											
Resulting Revenue Estimate:							172.2	186.2	200.2	214.2	228.2
MEAN REVENUE ESTIMATE:							187.0	198.5	212.4	228.7	247.5

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	2.610	2.800	2.910	3.010	3.120	3.208	3.296	3.384	3.472	3.560	3.648
Retail Sales (billions):	32.30	35.00	36.90	38.00	42.10	45.20	49.20	53.20	57.20	61.20	65.20

Market Profile

Below-the-Line Listening Shares:	0.8
Unlisted Station Listening:	15.1
Total Lost Listening:	15.9
Available Share Points:	84.1
Number of Viable Stations:	23.0
Average Share Points per Viable Station:	3.7
Rev. per Available Share Point:	\$2,259,215
Estimated Rev. for Mean Station:	\$8,359,096
Average HH Income:	\$41,801
Average Age:	34.3
Average Education:	12.1
Average Home Value:	\$85,300
Population Change (1999-2004):	14.1
Retail Sales Change (1999-2004):	45.4
Cable Penetration:	59.3
Number of Class B or C FMs:	16

Confidence Levels

2000 Revenue Estimates:
2001-to-2005 Revenue Estimates:

Comments: Market reports revenue to Miller, Kaplan and all but a few lower rated stations cooperate.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$190,000,000	23.0	0.0042
Television	\$339,000,000	41.0	0.0075
Newspaper	\$248,000,000	30.0	0.0055
Outdoor	\$27,000,000	3.3	0.0006
Cable TV	\$23,000,000	2.8	0.0005
Media Totals:	\$827,000,000		0.0183

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: KESZ FM, KFYI AM, KGME AM, KMXF FM, KNIX FM, KOY AM, KYOT FM, KZZP FM	\$76,420,000	40.2
2 CBS/Infinity: KMLE FM, KOOL FM, KZON FM	\$40,900,000	21.5
3 Emmis: KKFR FM, KKL T FM, KMVP AM, KTAR AM	\$30,960,000	16.3
4 Sandusky Radio: KDKB FM, KDUS AM, KSLX AM, KSLX FM, KUPD FM	\$27,610,000	14.5
5 Big City Radio: KBZR FM, KEDJ FM, KLVA FM, KSSL FM	\$5,800,000	3.1
6 McCody Broadcast Group, Inc.: KPTY FM	\$3,700,000	1.9
7 Entravision: KLNZ FM, KMJK FM, KUET AM, KVVA FM	\$2,100,000	1.1
8 Hispanic Broadcasting: KHOT FM	\$1,000,000	0.5
9 Rainbow Broadcasting: KAJM FM	\$850,000	0.4
10 ABC Inc.: KMIK AM	\$350,000	0.2

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KESZ FM	AC	\$18,450,000	9.7
2 KNIX FM	C	\$17,300,000	9.1
3 KMLE FM	C	\$16,500,000	8.7
4 KOOL AF	O	\$15,500,000	8.2
5 KTAR AM	N/T	\$14,000,000	7.4
6 KUPD FM	AOR	\$11,700,000	6.2
7 KYOT FM	J	\$10,140,000	5.3
8 KMXF FM	AC/CHR	\$9,950,000	5.2
9 KKFR FM	CHR/U	\$9,300,000	4.9
10 KZON FM	AOR-P	\$8,900,000	4.7
11 KDKB FM	AOR	\$8,660,000	4.6
12 KZZP FM	CHR	\$8,620,000	4.5
13 KFYI AM	T	\$7,500,000	3.9
14 KSLX AF	CL AOR	\$7,250,000	3.8
15 KKL T FM	SAC	\$7,000,000	3.7
16 KEDJ FF	AOR-NR	\$5,800,000	3.1
17 KPTY FM	CHR/U	\$3,700,000	1.9
18 KGME AM	SPRTS	\$2,630,000	1.4
19 KLNZ FM	SP-R	\$2,100,000	1.1
20 KOY AM	ST	\$1,830,000	1.0
21 KHOT FM	SP-R	\$1,000,000	0.5
22 KAJM FM	B/O	\$850,000	0.4
23 KMVP AM	SPRTS	\$660,000	0.3
24 KMIK AM	KIDS	\$350,000	0.2

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	72.7	\$135,944,000	(+6.0)
National:	27.3	\$51,053,000	(+27.9)

Note: Trade equals 1.3% of local. It was 1.1% in both 1999 and 1998

Phoenix

Commerce and Industry

Important Businesses and Industries

Aerospace
Electronics
Agribusiness
Military
High Tech

Fortune 500 Companies

Avnet 208
Phelps Dodge 378
Pinnacle West Capital 450
MicroAge 451

Forbes 500 Companies

Allied Waste Industries
Avnet
Finova Group
Phelps Dodge
Pinnacle West Capital

Forbes Largest Private Companies

Bashas'
Discount Tire
Forever Living Products Intl
Shamrock Foods

INC 500 Companies

Calence
Excell Global Services
FaxWatch Strategic Information Services
Pragmatic Marketing
Riester-Robb

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	90.9	<\$20: 20.1	12-to-24 20.9
Black:	4.3	\$20-\$49.9: 37.1	25-to-54 53.8
Amer. Indian:	2.3	\$50-\$99.9: 30.9	55-plus 25.3
Asian/Pac.Isl.:	2.5	\$100+: 11.9	Non High School Grad: 18.3
Hispanic: *	21.2		High School Grad: 25.4
			College 1-3 years: 33.8
			College 4+ years: 22.5

Viable Stations

KAJM-FM	KDDJ-FM	KDKB-FM	KEDJ-FM
KESZ-FM	KFYI-AM	KGME-AM	KHOT-FM
KKFR-FM	KKLT-FM	KLNZ-FM	KMLE-FM
KMVP-AM	KMXP-FM	KNIX-FM	KOOL-FM
KOY-AM	KPTY-FM	KSLX-FM	KTAR-AM
KUPD-FM	KVVA-FM	KYOT-FM	KZON-FM
KZZP-FM			

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/USA
KTVK	Phoenix	3	IND	Belo	
KPHO-TV	Phoenix	5	CBS	Meredith	
KAET	Phoenix	8	PBS	AZ St. U.	
KSAZ-TV	Phoenix	10	FOX	Fox	
KPNX	Phoenix	12	NBC	Gannett	
KNXV-TV	Phoenix	15	ABC	Scrapps Howard	
KTVW-TV	Phoenix	33	UNI	Univision	
KUTP	Phoenix	45	UPN	United TV	
KPPX	Tolleson	51	PAX	Paxson	
KPHZ-LP	Phoenix	58	IND	Venture Tech. Gp.	
KASW	Phoenix	61	WB	Belo	
KDRX-LP	Phoenix	64	TEL		

Major Daily Newspapers

	AM	PM	Sun	Owner
The Arizona Republic	433,296		557,788	Gannett Co. Inc.

Colleges and Universities

	(# of Students)
Arizona State U.	42,774
U. of Phoenix	41,467
Mesa CC	24,228
Glendale CC	17,359
Phoenix Coll.	11,478
Rio Salado CC	9,457
Central Arizona Coll.	5,962
(and more)	
Total Students (FT & PT)	173,521

Best Golf Courses

Desert Mountain, Boulders, Desert Highlands, Desert Forest, TPC Stadium, Troon, Troon North

Weather Data

Elevation:		1112	
Annual Precipitation:		7.4 in.	
Annual Snowfall:		0	
Average Windspeed:		6.1 (E)	
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	64.8	104.8	85.1
Avg. Min. Temp:	37.6	77.5	55.4
Average Temp:	51.2	91.2	70.3

Employment Breakdowns

By Industry

1 Retail Trade	248,629	17.29%
2 Manufac., Durables	169,318	11.77%
3 Fin., Ins. & Real Estate	130,470	9.07%
4 Health Svcs.	108,242	7.53%
5 Educational Svcs.	98,836	6.87%
6 Other Prof. Svcs.	92,967	6.46%
7 Construction	92,517	6.43%
8 Business & Repair Svcs.	85,268	5.93%
9 Transportation	66,205	4.60%
10 Public Administration	65,089	4.53%
Total Metro Employees	1,438,146	
Top 10 Total Employees	1,157,541	80.49%

By Occupation

Admin. Support/Clerical	241,473	16.79%
Professional	207,749	14.45%
Exec., Admin. & Managerial	203,990	14.18%
Sales	192,789	13.41%
Precis. Produc./Craft/Repair	157,500	10.95%
Svc., Exclud. Protective & HH	153,579	10.68%
Machine Oprs., Fab., Assemb. & Inspec.	63,181	4.39%
Technicians & Support	60,696	4.22%
Handlers, Cleaners, Help., Laborers	47,639	3.31%
Transportation & Moving	46,498	3.23%

Unemployment

Jul 90:	4.7%
Jul 91:	4.6%
Jul 92:	5.9%
Jul 93:	4.6%
Jul 94:	4.8%
All of 1995	3.5%
All of 1996	3.7%
All of 1997	3.0%
All of 1998	2.7%
All of 1999	3.0%

Major Radio Station Sales

Major Radio Station Sales Since 1994

Year	Calls	From	To	Price	(E)
1994	KUKQ, KUPD-F	Bob Fish	Sandusky	\$20,000,000	
1995	KMLE-F	Shamrock	Chancellor	\$38,000,000	
1995	KTWC-F		KESZ owner	\$4,500,000	
1995	KOOL-AF	Compass	Par	\$23,000,000	
1996	KSLX-AF	Citicasters	Jacor	\$29,800,000	
1996	KBZR-F (Coolidge)		Scott Fey	\$7,350,000	
1996	KOOL-AF	Par	Colfax	\$35,000,000	
1996	KISO	Sundance	Colfax	\$1,000,000	
1996	KOY	Sundance	Colfax	\$8,000,000	
1996	KYOT-F	Sundance	Colfax	\$16,000,000	
1996	KZON-F	Sundance	Colfax	\$20,000,000	
1996	KOOL-AM	Colfax	Salem	\$6,500,000	
1996	KGME, KEDJ-F, KHOT-F		New Century	\$9,600,000	
1996	KVVA		Pulitzer	\$4,925,000	
1996	KVVA-F		Z-Spanish	\$8,550,000	
1996	KISO	Colfax	Chancellor	\$1,500,000	
1996	KOY	Colfax	Chancellor	\$9,000,000	
1996	KOOL-F	Colfax	Chancellor	\$45,000,000	
1996	KYOT-F	Colfax	Chancellor	\$30,000,000	
1996	KZON-F	Colfax	Chancellor	\$26,000,000	
1996	KSLX-AF	Traded by Jacor to Nationwide	KPOP, KGB-F in San Diego		
1996	KSLX-AF	Traded by Nationwide to Sandusky			KEGL-F in Dallas
1996	KHTC-F	Bonneville	Nationwide	\$34,000,000	
1997	KIDR	Sold by Bonneville	Children's	\$1,000,000	
1997	KBUQ-F		New Century	\$6,800,000	
1997	KGLQ-F	Nationwide	Jacor	\$29,000,000	
1997	KZZP-F	Nationwide	Jacor	\$32,000,000	
1998	KCCF (CP)			\$50,000	
1998	KIDR	Children's	Catholic		
1998	KTAR	Pulitzer	Hearst-Argyle	\$36,000,000	
1998	KMVP	Pulitzer	Hearst-Argyle	\$6,000,000	
1998	KKLT-F	Pulitzer	Hearst-Argyle	\$34,000,000	
1998	KCCF (1100: Cave Creek)		Sold to WALE, Providence owner	\$5,500,000	
1998	KCWW	Buck Owens	ABC/Disney	\$8,850,000	
1998	KBZR-F (Ariz.Cty)		Brysan	\$3,500,000	
1998	KFYI/KKFR-F		Chancellor	\$90,000,000	
1998	KMXP-F/KZZP-F	Jacor	Clear Channel		
1998	KIDR	Children's	Unica		
1998	KWCY-F	OwensMac	Z-Spanish	\$22,000,000	
1/27/99	KHOT FM	New Century	Heftel	\$18,300,000	
3/17/99	KESZ FM	OwensMAC	Jacor	\$58,000,000	
3/17/99	KNIX FM	Buck Owens	Jacor	\$84,000,000	
4/15/99	KGME AM	New Century	Salem	\$5,000,000	
4/15/99	KLNZ FM	Z-Spanish	Heftel		Trade for KRTX FM, Houston
4/20/99	KCDX FM	Desert West Air	Z-Spanish	\$10,000,000 + KZLZ FM Tucson & KZNO FM Nogales	
5/1/99	KDDJ FM, KEDJ FM	New Century	Big City	\$22,000,000	
5/1/99	KBZR FM	Brentlinger	Big City	\$4,500,000	
5/1/99	KMYL FM	Interstate	Big City	\$5,700,000	
5/27/99	KLVA FM	Educ. Media Found.	Big City		+ \$5,500,000 for KDDJ-F
5/27/99	KDDJ FM	Big City	Educ. Media Found.		KLVA FM Casa Grande + \$5,500,000
9/1/99	KCDX FM	Desert West Air	Z-Spanish		Cancelled
3/6/00	KKFR FM	AMFM	Hispanic		AMFM/CCU divestiture.\$127,000,000
3/6/00	KMLE FM, KOOL FM, KZON FM	AMFM	CBS/Infinity		AMFM/CCU divestiture.\$1,400,000,000
3/22/00	KDDJ FM	Big City	Educ. Media Found.		Sale/swap cancelled
3/22/00	KLVA FM	Educ. Media Found.	Big City		Sale/swap cancelled
4/21/00	KLNZ FM, KUET AM, KVVA FM	Z-Spanish	Entravision		
5/19/00	KTKP AM	Christian Communications	Mortenson	\$1,700,000	
6/5/00	KKLT FM, KMVP AM	Hearst	Emmis		
6/5/00	KTAR AM	Hearst	Emmis		
6/9/00	KKFR FM	AMFM	Emmis		
7/7/00	KXEG AM	Radio Property Ventures	James Crystal	\$4,500,000	Star Media
12/4/00	KMJK FM	Arizona Radio, Inc.	Entravision Holdings	\$10,000,000	Pierce

Pittsburgh

2000 ARB Rank:	22	2000 Revenue:	\$112,500,000	Manager's Market Ranking (current):	3.0
2000 MSA Rank:	22	Rev per Share Point:	\$1,309,662	Manager's Market Ranking (future) :	3.1
2000 DMA Rank:	20	Population per Station:	71,396		
2000 Rev Rank:	25 of 173	2000 Revenue Change:	12.2%	Five-year revenue gain % (95-00):	59.3

Revenue History and Projections

	Radio Revenue History					Radio Revenue Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	70.6	76.6	87.5	92.0	100.3	112.5					
Yearly Growth Rate (95-00): 5.8% assigned											
Projected Revenue Estimates:							117.6	120.5	131.5	143.3	156.2
Revenue per Capita:	29.54	32.19	37.08	39.15	43.05	48.58					
Yearly Growth Rate (95-00): 5.7% assigned											
Projected Revenue per Capita:							51.09	52.67	57.83	63.41	69.55
Resulting Revenue Estimate:							123.1	126.2	137.7	150.0	163.5
Revenue as % of Retail Sales:	0.0034	0.0033	0.0037	0.0038	0.0039	0.0042					
Mean % (95-00) 0.0037											
Resulting Revenue Estimate:							103.3	106.7	110.1	113.5	116.9
MEAN REVENUE ESTIMATE:							114.7	117.8	126.4	135.6	145.6

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	2.390	2.380	2.360	2.350	2.330	2.316	2.302	2.288	2.274	2.260	2.246
Retail Sales (billions):	21.00	23.10	23.60	24.50	26.00	27.00	27.92	28.84	29.76	30.68	31.60

Market Profile

Below-the-Line Listening Shares:	1.1
Unlisted Station Listening:	13.0
Total Lost Listening:	14.1
Available Share Points:	85.9
Number of Viable Stations:	16.5
Average Share Points per Viable Station:	5.2
Rev. per Available Share Point:	\$1,309,662
Estimated Rev. for Mean Station:	\$6,810,242
Average HH Income:	\$44,377
Average Age:	39.8
Average Education:	12.0
Average Home Value:	\$55,600
Population Change (1999-2004):	-3.0
Retail Sales Change (1999-2004):	18.0
Cable Penetration:	80.5
Number of Class B or C FMs:	13

Confidence Levels

2000 Revenue Estimates:
2001-to-2005 Revenue Estimates:

Comments: Market reports revenue to Miller, Kaplan and all viable stations cooperate. Managers predict 5% to 7% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$112,500,000	19.8	0.0042
Television	\$221,000,000	38.9	0.0082
Newspaper	\$194,000,000	34.1	0.0072
Outdoor	\$23,600,000	4.2	0.0009
Cable TV	\$17,500,000	3.1	0.0006
Media Totals:	\$568,600,000		0.0211

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: WBGG AM, WDVE FM, WJJJ FM, WKST FM, WWSW FM, WXDX FM	\$45,080,000	40.1
2 CBS/Infinity: KDKA AM, WBZZ FM, WDSY FM, WZPT FM	\$43,410,000	38.6
3 WPNT, Inc. (Frischling): WLTJ FM, WRRK FM	\$7,200,000	6.4
4 Renda: WJAS AM, WPTT AM, WSHH FM	\$6,990,000	6.2
5 Sheridan Broadcasting Corp.: WAMO AM, WAMO FM, WPGR AM, WSSZ FM	\$3,600,000	3.2
6 Salem: WORD FM, WPIT AM	\$2,460,000	2.2
7 ABC Inc.: WEAE AM	\$1,750,000	1.6
8 Calvary, Inc.: KQV AM	\$1,000,000	0.9

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WDVE FM	AOR	\$21,900,000	19.5
2 KDKA AM	FS	\$17,230,000	15.3
3 WDSY FM	C	\$12,080,000	10.7
4 WBZZ FM	CHR	\$11,080,000	9.8
5 WWSW FM	O	\$9,300,000	8.3
6 WXDX FM	AOR-NR	\$8,260,000	7.3
7 WSHH FM	SAC	\$4,590,000	4.1
8 WRRK FM	CL AOR	\$3,800,000	3.4
9 WAMO AF	B/AC	\$3,600,000	3.2
10 WLTJ FM	SAC	\$3,400,000	3.0
11 WZPT FM	AC/CHR	\$3,020,000	2.7
12 WJJJ FM	B/O	\$3,000,000	2.7
13 WKST FM	AC	\$2,620,000	2.3
14 WORD AF	REL	\$2,460,000	2.2
15 WJAS AM	ST	\$1,800,000	1.6
16 WEAE AM	SPRTS	\$1,750,000	1.6
17 KQV AM	N	\$1,000,000	0.9
18 WPTT AM	T	\$600,000	0.5

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	74.5	\$83,330,000	(+10.8)
National:	25.5	\$28,610,000	(+13.6)

Commerce and Industry

Important Businesses and Industries

Iron and Steel
Financial
Chemicals
Plate Glass
Railroad Equipment

Fortune 500 Companies

USX 39
Alcoa 77
PPG Industries 220
PNC Financial Svc. Group 242
Mellon Financial Corp. 299
Wesco International 431

Forbes 500 Companies

Alcoa,
H.J. Heinz
Mellon Financial
PNC Financial Services Group
PPG Industries
USX-Marathon Group
USX-US Steel Group

Forbes Largest Private Companies

84 Lumber
Dick Corp
Dick's Clothing & Sporting Goods
Giant Eagle
Koppers Industries

INC 500 Companies

Cavanaugh
Computer Enterprises
Confluence Technologies
IDEAS
MAIN Medical
MHF Logistical Solutions
Rapidigm

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	90.2	<\$20: 25.7	12-to-24 18.0
Black:	8.7	\$20-\$49.9: 36.8	25-to-54 49.4
Amer. Indian:	0.1	\$50-\$99.9: 28.1	55-plus 32.6
Asian/Pac.Isl.:	1.1	\$100+: 9.5	Non High School Grad: 22.3
Hispanic: *	0.8		High School Grad: 38.6
			College 1-3 years: 20.1
			College 4+ years: 19.0

Viable Stations

KDKA-AM	KQV-AM	WAMO-AF	WBZZ-FM
WDSY-FM	WDVE-FM	WEAE-AM	WJAS-AM
WJJJ-FM	WKST-FM	WLTJ-FM	WORD-AF
WRRK-FM	WSHH-FM	WWSW-FM	WXDX-FM
WZPT-FM			

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KDKA-TV	Pittsburgh	2	CBS	CBS	
WTAE-TV	Pittsburgh	4	ABC	Hearst-Argyle	
WPXI	Pittsburgh	11	NBC	Cox	
WQED	Pittsburgh	13	PBS	WQED	
WQEX	Pittsburgh	16	PBS	Pend. to Paxson	
WNPA	Jeannette	19	UPN	Paramount	
WCWB	Pittsburgh	22	WB	WCWB	Sinclair
WPCB-TV	Greensburg	40	IND	Cornestone	
WPGH-TV	Pittsburgh	53	FOX	Sinclair	

Colleges and Universities

(# of Students)

U. of Pittsburgh	25,262
CC of Allegheny County	16,191
Duquesne U.	9,451
Carnegie Mellon U.	8,063
Point Park Coll.	2,340
Art Inst. of Pittsburgh	2,225
Carlow Coll.	2,059
(and more)	
Total Students (FT & PT)	82,452

Major Daily Newspapers

	AM	PM	Sun	Owner
Pittsburgh Post-Gazette	239,894		416,679	Blade Communications Inc.

Best Golf Courses

Oakmont, Pittsburgh Field Club, Fox Chapel, Laurel Valley

Weather Data

Elevation:	747		
Annual Precipitation:	36.5 in.		
Annual Snowfall:	30.0 in.		
Average Windspeed:	NA		
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	37.4	84.0	61.9
Avg. Min. Temp:	23.7	65.2	44.1
Average Temp:	30.6	74.6	53.0

Employment Breakdowns

By Industry

1 Retail Trade	193,214	18.95%
2 Health Svcs.	115,145	11.29%
3 Manufac., Durables	111,346	10.92%
4 Educational Svcs.	85,580	8.39%
5 Other Prof. Svcs.	72,813	7.14%
6 Fin., Ins. & Real Estate	68,670	6.73%
7 Construction	61,887	6.07%
8 Transportation	55,072	5.40%
9 Wholesale Trade	47,742	4.68%
10 Business & Repair Svcs.	47,632	4.67%
Total Metro Employees	1,019,715	
Top 10 Total Employees	859,101	84.25%

By Occupation

Admin. Support/Clerical	170,768	16.75%
Professional	155,361	15.24%
Sales	126,929	12.45%
Svc., Exclud. Protective & HH	124,755	12.23%
Exec., Admin. & Managerial	122,481	12.01%
Precis. Produc./Craft/Repair	111,348	10.92%
Machine Oprs., Fab., Assemb. & Inspec.	50,220	4.92%
Transportation & Moving	43,138	4.23%
Technicians & Support	42,805	4.20%
Handlers, Cleaners, Help., Laborers	42,778	4.20%

Unemployment

Jul 90:	4.1%
Jul 91:	5.9%
Jul 92:	6.9%
Jul 93:	6.9%
Jul 94:	6.7%
All of 1995	5.9%
All of 1996	5.0%
All of 1997	4.9%
All of 1998	4.6%
All of 1999	4.3%

Pittsburgh

Major Radio Station Sales

Major Radio Station Sales Since 1990

Year	Calls	From	To	Price	(E)
1990	WBVP/WWKS-F (Beaver Falls)			\$2,900,000	
1991	WWCS	Sold by Universal		\$750,000	
1991	WDVE-F	Great American	Broadcast Alchemy	\$21,000,000	
1992	WWCS (Canonsburg)	Sold by Universal		\$500,000	
1992	WPIT A/F	Pyramid	Salem	\$6,500,000	
1992	WKPA (New Kensington)	Donated by Salem			
1992	WORD-F	Salem	Entercom	\$4,000,000	
1993	WRRK-F (Braddock)	Benns	Frischling	\$5,500,000	
1993	WQKB-F (N. Kensington)	Signature	EZ	\$5,000,000	
1994	WBVP, WWKS-F (Beaver Falls)	Sold to Schwarts, Daniels, Iorio		\$2,000,000	
1995	WWSW A/F	Shamrock	Chancellor	\$12,000,000	
1995	WWKS-F (Beaver Falls)		Secret	\$4,000,000	
1996	105.9 Facility	Sheridan	Secret	106.7 + \$10.0 mil.	
1996	WDSY A/F, WNRQ-F	Entercom	Secret	\$42,000,000	
1996	WSSZ-F (107.1, Greensburg)	Sheridan		\$2,400,000	
1996	WBZZ-F	EZ	Amer. Radio Sys.	\$30,000,000	
1996	WZPT-F	EZ	Amer. Radio Sys.	\$15,000,000	
1996	WDVE-F	Secret	SFX	\$68,000,000	
1996	WDSY-F	Secret	SFX	\$42,000,000	
1996	WJJJ-F	Secret	SFX	\$10,000,000	
1996	WXDX-F	Secret	SFX	\$18,000,000	
1996	WDSY (1080)	Entercom	Mortenson	\$750,000	
1997	WDSY-F + \$20 mil	SFX	Amer. Radio Sys.	WRFX-F, Charlotte	
1997	WTAE/WVTY-F	Hears	SFX	\$17,500,000	
1997	WIXZ		Renda	\$1,250,000	
1997	WDVE-F	SFX	Hicks/Chancellor	\$106,000,000	
1997	WJJJ-F	SFX	Hicks/Chancellor	\$18,000,000	
1997	WTAE	SFX	Hicks/Chancellor	\$12,000,000	
1997	WVTY-F	SFX	Hicks/Chancellor	\$21,000,000	
1997	WXDX-F	SFX	Hicks/Chancellor	\$24,000,000	
1997	WBZZ-F	Amer. Radio Sys.	CBS	\$46,000,000	
1997	WDSY-F	Amer. Radio Sys.	CBS	\$52,000,000	
1997	WZPT-F	Amer. Radio Sys.	CBS	\$21,000,000	
1998	WDVE-F/WJJJ-F/WVTY-F/WXDX-F		Capstar	Chancellor	
1998	WBUT/WLER-F/WISR			\$1,327,000	
1998	WXVX		Mortenson	\$235,000	
1998	WTAE	Capstar	Jacor	WKNR, Cleveland	
1998	WEAE	Jacor	Clear Channel		
2/9/99	WEAE AM	Jacor	ABC Inc.	\$5,000,000 Announced	
7/28/99	WASP AM, WASP FM	Humes Broadcasting	Forever Broadcasting	\$2,900,000	
9/29/99	WCXJ AM	East Coast Commun.	Inner City	\$1,500,000	55% interest (w55% of WHAT):
11/18/99	WESA AM, WZKT FM	Farr Communications	Keymarket	\$3,500,000	
3/22/00	WMBA AM	Donn Wucyk	Iorio Broadcasting, Inc.	\$325,000	
2/5/01	WPGR AM	Mortenson Broadcasting Co.	Sheridan Broadcasting Corp.	\$625,000	

2000 ARB Rank:	160	2000 Revenue:	\$20,200,000	Manager's Market Ranking (current):	3.3
2000 MSA Rank:	189	Rev per Share Point:	\$255,051	Manager's Market Ranking (future):	3.5
2000 DMA Rank:	79	Population per Station:	10,855		
2000 Rev Rank:	101 of 173	2000 Revenue Change:	7.4%	Five-year revenue gain % (95-00):	37.4

Revenue History and Projections

	Radio Revenue History						Radio Revenue Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	14.7	15.2	16.8	17.8	18.8	20.2					
Yearly Growth Rate (95-00): 6.0% assigned											
Projected Revenue Estimates:							21.0	22.2	23.6	25.4	27.1
Revenue per Capita:	58.57	60.08	65.63	69.26	72.59	77.40					
Yearly Growth Rate (95-00): 4.7% assigned											
Projected Revenue per Capita:							79.85	83.77	88.39	94.07	99.63
Resulting Revenue Estimate:							22.0	23.2	24.7	26.6	28.4
Revenue as % of Retail Sales:	0.0033	0.0032	0.0034	0.0032	0.0033	0.0034					
Mean % (95-00) 0.0033											
Resulting Revenue Estimate:							21.4	23.0	24.6	26.1	27.7
MEAN REVENUE ESTIMATE:							21.5	22.8	24.3	26.0	27.7

Population and Demographic Estimates

	Historic						Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.251	0.253	0.256	0.257	0.259	0.261	0.263	0.265	0.267	0.270	0.272
Retail Sales (billions):	4.50	4.80	5.00	5.50	5.70	6.00	6.48	6.96	7.44	7.92	8.40

Market Profile

Below-the-Line Listening Shares:	3.5
Unlisted Station Listening:	17.3
Total Lost Listening:	20.8
Available Share Points:	79.2
Number of Viable Stations:	13.5
Average Share Points per Viable Station:	5.9
Rev. per Available Share Point:	\$255,051
Estimated Rev. for Mean Station:	\$1,504,801
Average HH Income:	\$49,513
Average Age:	37.0
Average Education:	13.1
Average Home Value:	\$118,300
Population Change (1999-2004):	4.2
Retail Sales Change (1999-2004):	38.9
Cable Penetration:	76.6
Number of Class B or C FMs:	10

Confidence Levels

2000 Revenue Estimates:	Slightly Below Normal
2001-to-2005 Revenue Estimates:	Slightly Below Normal

Comments: Market reports revenue to Miller, Kaplan although some stations do not cooperate. Managers expect 4% to 5% revenue growth in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$20,200,000	18.1	0.0034
Television	\$42,900,000	38.4	0.0072
Newspaper	\$41,400,000	37.1	0.0069
Outdoor	\$3,800,000	3.4	0.0006
Cable TV	\$3,300,000	3.0	0.0006
Media Totals:	\$111,600,000		0.0186

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Saga: WBAE AM, WGAN AM, WMGX FM, WPOR FM, WYNZ FM, WZAN AM	\$8,530,000	42.2
2 Citadel: WBLM FM, WCYI FM, WCYY FM, WHOM FM, WJBQ FM, WTPN FM	\$7,380,000	36.5
3 Harron Communications: WLAM AM, WLAM FM, WMEK FM, WTHT FM	\$1,920,000	9.5
4 Mariner Broadcasting, LP: WBQW FM	\$400,000	2.0
5 Atlantic Coast Radio: WCLZ FM, WJAE AM, WJJB AM, WRED FM	\$150,000	0.7

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WBLM FM	CL AOR	\$3,800,000	18.8
2 WMGX FM	AC	\$3,300,000	16.3
3 WHOM FM	SAC	\$2,800,000	13.9
4 WPOR FM	C	\$2,400,000	11.9
5 WGAN AM	T/FS	\$1,350,000	6.7
6 WJBQ FM	CHR	\$1,000,000	5.0
7 WYNZ FM	O	\$950,000	4.7
8 WCYY FF	AOR-NR	\$900,000	4.5
9 WMEK FM	AC/CHR	\$710,000	3.5
10 WTHT FM	C	\$700,000	3.5
11 WLAM AF	ST	\$510,000	2.5
12 WTPN FM	AC/NR	\$500,000	2.5
13 WZAN AM	T/SPRST	\$410,000	2.0
14 WBQW FM	CL	\$400,000	2.0
15 WJAE AM	SPRST	\$150,000	0.7
16 WBAE AM	ST	\$120,000	0.6

NOTE: About 40% of WHOM's revenue comes from outside of the Portland market.

Portland, ME

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Paper Food Processing Shoes and Boots			LL Bean	Safe Handling

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	97.7	<\$20: 18.7	12-to-24: 20.0
Black:	0.8	\$20-\$49.9: 36.4	25-to-54: 53.9
Amer. Indian:	0.3	\$50-\$99.9: 33.6	55-plus: 26.0
Asian/Pac. Isl.:	1.2	\$100+: 11.4	Non High School Grad: 14.8
Hispanic: *	0.9		High School Grad: 31.6
			College 1-3 years: 26.0
			College 4+ years: 27.6

Viable Stations

WBLM-FM	WBQW-FM	WCYY-FF	WGAN-AM
WHOM-FM	WJBQ-FM	WLAM-AF	WMEK-FM
WMGX-FM	WPOR-FM	WRED-FM	WTHT-FM
WTPN-FM	WYNZ-FM	WZAN-AM	

Colleges and Universities

	(# of Students)
U. of New England	2,501
Southern Maine Technical Coll.	1,605
Bowdoin Coll.	1,576
Central Maine Technical Coll.	786
Andover Coll.	520
Mid-State Coll.	430
Maine C of Art	325
Casco Bay Coll.	166
Total Students (FT & PT)	7,909

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WCSH-TV	Portland	6	NBC	Gannett	
WMTW-TV	Poland Spring	8	ABC	WMTW	
WCBB	Augusta	10	PBS	ME PTV	
WGME-TV	Portland	13	CBS	Sinclair	
WMPX-TV	Waterville	23	PAX	Paxson	
WPME	Lewiston	35	UPN	KB Prime	Pegasus
WPXT	Portland	51	FOX	Pegasus	

Major Daily Newspapers

	AM	PM	Sun	Owner
Portland Press Herald;				
Maine Sunday Telegram	76,275		124,529	Seattle Times Co. (Blethen Maine Newspapers)

Best Golf Courses

Portland CC, Sable Oaks

Weather Data

Elevation:			43
Annual Precipitation:			42.2 in.
Annual Snowfall:			74.3 in.
Average Windspeed:			8.8 (S)
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	31.2	79.1	55.3
Avg. Min. Temp:	11.7	56.9	34.7
Average Temp:	21.5	68.0	45.0

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade	Professional	Jul 90: 3%
2 Health Svcs.	Admin. Support/Clerical	Jul 91: 5.2%
3 Fin., Ins. & Real Estate	Exec., Admin. & Managerial	Jul 92: 3.9%
4 Educational Svcs.	Sales	Jul 93: 4.5%
5 Other Prof. Svcs.	Svc., Exclud. Protective & HH	Jul 94: 3.7%
6 Manufac., Durables	Precis. Produc./Craft/Repair	All of 1995: 3.5%
7 Construction	Machine Oprs., Fab., Assemb. & Inspec.	All of 1996: 2.9%
8 Manufac., Non-Durables	Technicians & Support	All of 1997: 2.8%
9 Wholesale Trade	Transportation & Moving	All of 1998: 2.3%
10 Business & Repair Svcs.	Handlers, Cleaners, Help., Laborers	All of 1999: 2.1%
Total Metro Employees		
Top 10 Total Employees		

Major Radio Station Sales

Major Radio Station Sales Since 1992

Year	Calls	From	To	Price	(E)
1992	WCLZ A/F (Brunswick)				
1993	WYNZ A/F	Buckley	Saga	\$850,000	
1994	WCLZ A/F (Brunswick)		MEG	\$525,000	
1995	WLPZ, WCSO-F	Atlantic Morris	Barnstable	\$1,900,000	
1996	WPOR A/F		Saga	\$10,000,000	
1996	WLPZ, WCSO-F, WHOM-F	Traded by Barnstable	Fuller-Jeffrey	KJJY in Des Moines	
1997	WPKM-F		Marinee	\$1,025,000	
1998	WCLZ-AF		Fuller-Jeffrey	\$3,199,000	
4/30/99	WBLM FM, WCLZ FM, WCYI FM, WCYY FM, WHOM FM, WJBQ FM	Fuller-Jeffrey	Citadel	Group: \$63,500,000	
6/9/99	WJAE AM, WJJB AM	Fuller-Jeffrey	Atlantic Coast Radio		
6/9/99	WRED FM	Vacationland Bcstg.	Atlantic Coast Radio		
7/7/99	WLOB AM	Carter Broadcasting	Catholic Family Radio	Group: \$20,000,000 est.	
11/17/99	WLAM AM, WLAM FM, WMWX FM, WTHT FM	Down East Broadcasting	Harron Communications	Group: \$12,000,000	
1/17/00	WLOB AM	Carter Broadcasting	Catholic Family Radio	Group: Sale cancelled	
4/21/00	WLOB AM	Carter Broadcasting	Atlantic Coast Radio		
11/17/00	WLOB AM	Carter Broadcasting	Atlantic Bcstg		

2000 ARB Rank:	25	2000 Revenue:	\$125,000,000	Manager's Market Ranking (current):	4.1
2000 MSA Rank:	28	Rev per Share Point:	\$1,524,390	Manager's Market Ranking (future) :	4.4
2000 DMA Rank:	23	Population per Station:	62,054	28	
2000 Rev Rank:	22 of 173	2000 Revenue Change:	11.9%	Five-year revenue gain % (95-00):	72.7

Revenue History and Projections

	Radio Revenue History						Radio Revenue Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	72.4	86.4	91.8	107.5	111.7	125.0					
Yearly Growth Rate (95-00): 7.4% assigned											
Projected Revenue Estimates:							131.3	140.0	151.0	164.6	180.0
Revenue per Capita:	41.85	48.54	50.44	58.42	59.73	65.93					
Yearly Growth Rate (95-00): 5.9% assigned											
Projected Revenue per Capita:							68.31	71.87	76.49	82.30	88.85
Resulting Revenue Estimate:							137.5	146.6	158.1	172.3	188.5
Revenue as % of Retail Sales:	0.0039	0.0042	0.0043	0.0047	0.0045	0.0045					
Mean % (95-00) 0.0044											
Resulting Revenue Estimate:							129.9	138.8	147.7	156.6	165.4
MEAN REVENUE ESTIMATE:							132.9	141.8	152.3	164.5	178.0

Population and Demographic Estimates

	Historic						Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	1.730	1.780	1.820	1.840	1.870	1.896	1.922	1.948	1.974	2.000	2.026
Retail Sales (billions):	18.80	20.40	21.50	23.10	24.80	27.50	29.52	31.54	33.56	35.58	37.60

Market Profile

Below-the-Line Listening Shares:	0.9
Unlisted Station Listening:	17.1
Total Lost Listening:	18.0
Available Share Points:	82.0
Number of Viable Stations:	19.0
Average Share Points per Viable Station:	4.3
Rev. per Available Share Point:	\$1,524,390
Estimated Rev. for Mean Station:	\$6,554,877
Average HH Income:	\$50,507
Average Age:	36.4
Average Education:	12.7
Average Home Value:	\$71,100
Population Change (1999-2004):	7.0
Retail Sales Change (1999-2004):	43.5
Cable Penetration:	62.3
Number of Class B or C FMs:	13

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 CBS/Infinity: KINK FM, KKJZ FM, KUFO FM, KUPL FM, KUPL AM, KVMX FM	\$36,915,000	29.5
2 Entercom: KFXX AM, KGON FM, KKSJ FM, KKSJ AM, KNRK FM, KRSK FM, KSLM AM	\$34,390,000	27.5
3 Clear Channel: KBET FM, KEWS AM, KEX AM, KKCW FM, KKRZ FM	\$33,088,000	26.5
4 Rose City Radio: KXJM FM, KXL AM	\$11,100,000	8.9
5 Fisher: KOTK AM, KWJJ FM	\$7,596,000	6.1
6 Dolphin Communications, Inc.: KUIK AM	\$1,137,000	0.9
7 Salem: KPDQ AM, KPDQ FM	\$1,000,000	0.8

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KKCW FM	AC	\$13,208,000	10.6
2 KKRZ FM	CHR	\$11,960,000	9.6
3 KGON FM	CL AOR	\$11,281,000	9.0
4 KUPL AF	C	\$10,235,000	8.2
5 KINK FM	AOR-P	\$10,040,000	8.0
6 KKSJ FM	O	\$9,600,000	7.7
7 KUFO FM	AOR	\$7,900,000	6.3
8 KEX AM	FS	\$6,900,000	5.5
9 KWJJ FM	C	\$5,740,000	4.6
10 KXL AM	N/T	\$5,720,000	4.6
11 KXJM FM	CHR/U	\$5,380,000	4.3
12 KRSK FM	AC/CHR	\$5,377,000	4.3
13 KVMX FM	CL HITS	\$4,816,000	3.9
14 KNRK FM	AOR-NR	\$4,216,000	3.4
15 KKJZ FM	J	\$3,924,000	3.1
16 KFXX AA	SPRTS	\$3,370,000	2.7
17 KOTK AM	T	\$1,856,000	1.5
18 KUIK AM	T/SPRTS	\$1,137,000	0.9
19 KEWS AM	T	\$1,020,000	0.8
20 KPDQ AF	REL	\$1,000,000	0.8

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	74.0	\$92,207,000	(+12.0)
National:	26.0	\$32,374,000	(+10.6)

Note: Local includes political

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan and all viable stations cooperate. Manager's 2001 growth rate ranged from 4% to 12%.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$125,000,000	22.2	0.0045
Television	\$219,000,000	38.9	0.0080
Newspaper	\$189,000,000	33.6	0.0069
Outdoor	\$17,300,000	3.1	0.0006
Cable TV	\$12,000,000	2.1	0.0004
Media Totals:	\$562,300,000		0.0204

Note: Use Newspaper and Outdoor estimates with caution.

Portland, OR

Commerce and Industry

Important Businesses and Industries

Shipping
Ship Building
Electronics
Lumber
Paper
Clothing

Fortune 500 Companies

Nike 212
Willamette Industries 368

Forbes 500 Companies

Banknorth Group
NIKE
UnumProvident
Willamette Industries

Forbes Largest Private Companies

Columbia Forest Products
Hampton Affiliates
Holiday Retirement
North Pacific Group
RB Pamplin

INC 500 Companies

Decision Point Systems
GWI Software
Meridian Technology Group
Oregon Chai
Research Data Design
Bizstrata

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	91.1	<\$20: 16.0	12-to-24 19.4
Black:	3.1	\$20-\$49.9: 32.5	25-to-54 56.2
Amer. Indian:	1.0	\$50-\$99.9: 36.3	55-plus 24.4
Asian/Pac. Isl.:	4.8	\$100+: 15.2	Non High School Grad: 15.4
Hispanic: *	5.6		High School Grad: 26.9
			College 1-3 years: 34.4
			College 4+ years: 23.3

Viable Stations

KEWS-AM	KEX-AM	KFX-AM	KGON-FM
KINK-FM	KKCW-FM	KKJZ-FM	KKRZ-FM
KKSN-FM	KNRK-FM	KOTK-AM	KPDQ-AF
KRSK-FM	KUFO-FM	KUIK-AM	KUPL-AF
KVMX-FM	KWJJ-FM	KXJM-FM	KXL-AM

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KATU	Portland	2	ABC	Fisher	
KOIN-TV	Portland	6	CBS	Emmis	
KGW-TV	Portland	8	NBC	Belo	
KOPB-TV	Portland	10	PBS	OR Pub. Bcstg.	
KPTV	Portland	12	UPN	BHC Comm.	
KPXG	Salem	22	PAX	Paxson	
KWBP-TV	Salem	32	WB	ACME	
KPDX	Vancouver, WA	49	FOX	Meredith	

Major Daily Newspapers

	AM	PM	Sun	Owner
The Oregonian		347,538	431,137	Advance Publications

Colleges and Universities

(# of Students)

Portland State U.	15,139
Portland CC	13,523
Mount Hood CC	6,428
Clackamas CC	4,849
Chemeketa CC	4,232
Clark Coll.	4,084
Lewis & Clark Coll. (and more)	2,926
Total Students (FT & PT)	62,741

Best Golf Courses

Columbia-Edgewater, Portland GC, Riverside CC, Waverly CC,
Royal Oaks CC, Pumpkin Ridge (Cornelius)

Weather Data

Elevation:	21		
Annual Precipitation:	38.0 in.		
Annual Snowfall:	7.5 in.		
Average Windspeed:	7.8 (NW)		
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	43.6	79.0	61.6
Avg. Min. Temp:	32.5	55.2	43.6
Average Temp:	38.1	67.1	52.6

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade	Admin. Support/Clerical	Jul 90: 4.6%
2 Manufac., Durables	Professional	Jul 91: 4.7%
3 Health Svcs.	Exec., Admin. & Managerial	Jul 92: 6.4%
4 Educational Svcs.	Sales	Jul 93: 6.4%
5 Fin., Ins. & Real Estate	Precis. Produc./Craft/Repair	Jul 94: 4.2%
6 Other Prof. Svcs.	Svc., Exclud. Protective & HH	All of 1995: 3.7%
7 Construction	Machine Oprs., Fab., Assemb. & Inspec.	All of 1996: 4.5%
8 Wholesale Trade	Transportation & Moving	All of 1997: 4.3%
9 Manufac., Non-Durables	Handlers, Cleaners, Help., Laborers	All of 1998: 4.3%
10 Business & Repair Svcs.	Technicians & Support	All of 1999: 4.5%
Total Metro Employees		
Top 10 Total Employees		

Major Radio Station Sales

Major Radio Station Sales Since 1993

Year	Calls	From	To	Price	(E)
1993	KMXI-F (Lake Oswego)	Fairmont	BayCom	\$3,625,000	
1993	KUPL A/F	Scripps-Howard	BayCom	\$23,000,000	
1994	KZRC, KXYQ-F	Van Halen	Trumper	\$5,600,000	
1994	KWJJ A/F	Park	Tomlin/Knapp	\$12,000,000	
1995	KKCW-F	Trumper	Citicasters	\$30,000,000	
1995	KXYQ-F (Salem)	Trumper	Heritage	\$7,000,000	
1995	KMUZ-F (Camas)		Apogee	\$3,500,000	
1995	KDBX-F (Banks)		Salem	\$1,300,000	
1995	KUPL (1330)	Baycom	Crawford	\$2,000,000	
1995	KFXX, KMUZ-F, KGON-F	Apogee	Entercom	\$24,500,000	
1995	KXYQ (Milwaukee)	Sold by Heritage		\$200,000	
1996	KEX	Citicasters	Jacor	\$20,300,000	
1996	KKCW-F	Citicasters	Jacor	\$38,400,000	
1996	KKRZ-F	Citicasters	Jacor	\$24,500,000	
1996	KBBT, KUFO-F	Henry	Amer. Radio Sys.	\$34,000,000	
1996	KKJZ-F	BayCom	Amer. Radio Sys.	\$16,000,000	
1996	KUPL-F	BayCom	Amer. Radio Sys.	\$34,000,000	
1996	KDBX-F (Banks)	Salem	Amer. Radio Sys.	\$14,000,000	
1996	KWJJ A/F	Tomlin/Park	Fisher	\$35,000,000	
1997	KOTK	EXCL	Jacor	\$8,300,000	
1997	KINK-F	EXCL	Amer. Radio Sys.	Trade	
1997	KKSN	Heritage	Sinclair TV	\$3,800,000	
1997	KKRH-F	Heritage	Sinclair TV	\$20,000,000	
1997	KKSN-F	Heritage	Sinclair TV	\$33,500,000	
1997	KKEY			\$345,000	
1997	KBBT-F	Amer. Radio Sys.	CBS	\$22,000,000	
1997	KINK-F	Amer. Radio Sys.	CBS	\$34,000,000	
1997	KKJZ-F	Amer. Radio Sys.	CBS	\$24,000,000	
1997	KUFO-F	Amer. Radio Sys.	CBS	\$38,000,000	
1997	KUPL-AF	Amer. Radio Sys.	CBS	\$43,000,000	
1997	KKRH-F	Sinclair TV	Entercom	\$26,300,000	
1997	KKSN	Sinclair TV	Entercom	\$4,800,000	
1997	KKSN-F	Sinclair TV	Entercom	\$44,400,000	
1998	KKRH-F/KKSN-AF	Sinclair Bcst Gp	Entercom	\$126,500,000	
1998	FM CP		Jacor	\$20,600,000	
1998	KSLM (1390: Salem)		Entercom	\$605,000	
1998	KXL-AF	Les Smith	Paul Allen	\$55,000,000	
1998	KEWS AM, KEX AM, KKCW FM, KKRZ FM, KKLQ FM	Jacor	Clear Channel		
1998	KVAN			\$1,650,000	
2/23/00	KGUY AM	KGUY, LLC	Spartan Media, Inc.	\$600,000	
9/13/00	KYKN AM	Willamette Bcstg Co., Inc.	Mill Creek Broadcasting LLC	\$1,530,000	

Portsmouth-Dover-Rochester

2000 ARB Rank:	117	2000 Revenue:	\$16,800,000	Manager's Market Ranking (current):	2.5
2000 MSA Rank:	192	Rev per Share Point:	\$451,613	Manager's Market Ranking (future):	3.1
2000 DMA Rank:	6 (Boston)	Population per Station:	29,742	12	
2000 Rev Rank:	115 of 173	2000 Revenue Change:	7.7%	Five-year revenue gain % (95-00):	82.6

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	9.2	11.6	13.0	14.1	15.6	16.8					
Yearly Growth Rate (95-00): 6.1% assigned											
Projected Revenue Estimates:							17.4	18.5	19.7	21.3	22.4
Revenue per Capita:	25.00	31.10	34.39	37.40	40.73	43.19					
Yearly Growth Rate (95-00): 4.8% assigned											
Projected Revenue per Capita:							44.05	46.14	48.40	51.70	53.59
Resulting Revenue Estimate:							18.2	19.4	20.6	22.3	23.5
Revenue as % of Retail Sales:	0.0015	0.0018	0.0019	0.0020	0.0021	0.0022					
Mean % (95-00) 0.0019											
Resulting Revenue Estimate:							15.6	16.8	18.0	19.2	20.3
MEAN REVENUE ESTIMATE:							17.1	18.2	19.4	20.9	22.1

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.368	0.373	0.378	0.377	0.383	0.389	0.395	0.401	0.407	0.412	0.418
Retail Sales (billions):	6.20	6.50	6.70	7.00	7.30	7.60	8.22	8.84	9.46	10.08	10.70

Market Profile

Below-the-Line Listening Shares:	52.3
Unlisted Station Listening:	10.5
Total Lost Listening:	62.8
Available Share Points:	37.2
Number of Viable Stations:	7.5
Average Share Points per Viable Station:	5.0
Rev. per Available Share Point:	\$451,613
Estimated Rev. for Mean Station:	\$2,258,065
Average HH Income:	\$58,529
Average Age:	33.9
Average Education:	12.6
Average Home Value:	\$141,000
Population Change (1999-2004):	7.6
Retail Sales Change (1999-2004):	38.1
Cable Penetration:	N/A
Number of Class B or C FMs:	2

Confidence Levels

2000 Revenue Estimates:	Below Normal
2001-to-2005 Revenue Estimates:	Below Normal

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$16,800,000	20.7	0.0022
Television	\$28,600,000	35.3	0.0038
Newspaper	\$31,600,000	39.0	0.0042
Outdoor	\$4,100,000	5.1	0.0005
Cable TV			
Media Totals:	\$81,100,000		0.0107

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: WAYU AM, WERZ FM, WGIN AM, WGIP AM, WHEB FM, WMYF AM, WQSO FM, WUBB FM	\$9,795,000	58.3
2 Citadel: WOKQ FM, WSAK FM, WSHK FM	\$6,100,000	36.3
3 Garrison City Broadcasting, Inc.: WBYY FM, WTSN AM	\$990,000	5.9

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WHEB FM	AOR	\$4,900,000	29.2
2 WOKQ FM	C	\$4,700,000	28.0
3 WERZ FM	CHR	\$3,500,000	20.8
4 WSHK FF	CL AOR	\$1,400,000	8.3
5 WQSO FM	G	\$700,000	4.2
6 WBYY FM	SAC	\$680,000	4.0
7 WTSN AM	T	\$310,000	1.8
8 WUBB FM	C	\$290,000	1.7
9 WGIN AA	T	\$280,000	1.7
10 WMYF AM	ST	\$125,000	0.7

Portsmouth-Dover-Rochester

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	97.9	<\$20: 17.6	12-to-24 20.5
Black:	0.6	\$20-\$49.9: 38.1	25-to-54 57.7
Amer. Indian:	0.2	\$50-\$99.9: 35.5	55-plus 21.8
Asian/Pac. Isl.:	1.3	\$100+: 8.8	Non High School Grad: 19.7
Hispanic: *	1.3		High School Grad: 32.6
			College 1-3 years: 25.5
			College 4+ years: 22.2

Viable Stations

WBYY-FM	WERZ-FM	WGIN-AA	WHEB-FM
WOKQ-FM	WQSO-FM	WSHK-FF	WTSN-AM
WUBB-FM			

Colleges and Universities

Colleges and Universities	(# of Students)
U. of New Hampshire	12,790
McIntosh Coll.	770
Total Students (FT & PT)	13,560

Best Golf Courses

Weather Data

NO WEATHER DATA AVAILABLE.

Competitive Media

Major Over the Air Television
See Boston

Major Daily Newspapers	AM	PM	Sun	Owner
Dover Foster's Daily Democrat;				
Foster's Sunday Citizen		25,027	30,417	George Foster & Co. Inc.
Portsmouth Herald	14,674		19,135	Dow Jones(Ottaway)

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade 11,062 19.32%	Admin. Support/Clerical 8,564 14.96%	All of 1995 3.4%
2 Manufac., Durables 10,474 18.29%	Precis. Produc./Craft/Repair 8,024 14.01%	All of 1996 3.7%
3 Educational Svcs. 6,032 10.53%	Professional 7,945 13.88%	All of 1997 2.7%
4 Manufac., Non-Durables 4,283 7.48%	Exec., Admin. & Managerial 6,800 11.88%	All of 1998 2.4%
5 Health Svcs. 4,016 7.01%	Sales 6,654 11.62%	All of 1999 2.2%
6 Fin., Ins. & Real Estate 3,848 6.72%	Svc., Exclud. Protective & HH 6,092 10.64%	
7 Construction 3,293 5.75%	Machine Oprs., Fab., Assemb. & Inspec. 5,163 9.02%	
8 Other Prof. Svcs. 2,968 5.18%	Technicians & Support 2,383 4.16%	
9 Public Administration 1,950 3.41%	Handlers, Cleaners, Help., Laborers 2,294 4.01%	
10 Business & Repair Svcs. 1,806 3.15%	Transportation & Moving 1,718 3.00%	
Total Metro Employees 57,260		
Top 10 Total Employees 49,732 86.85%		

Major Radio Station Sales

Major Radio Station Sales Since 1993

Year	Calls	From	To	Price	(E)
1993	WZNN, WWEM-F	Bear	Precision Media	\$1,025,000	
1993	WXBB-F	Bear	Fuller-Jeffrey	\$1,000,000	
1994	WCQL A/F	Sunshine	Knight	\$1,600,000	
1995	WZEA-F (Hampton)			\$1,100,000	
1997	WCQL	Knight	Capstar	\$700,000	
1997	WHEB-F	Knight	Capstar	\$13,800,000	
1997	WXHT-F	Knight	Capstar	\$2,600,000	
1997	WSTG-F		Fuller-Jeffrey	\$1,000,000	
1997	WMYF, WZNN, WERZ-F, WQSO-F	Precision	Amer. Radio Sys.	\$6,000,000	
1997	WERZ, WQSO-F	Amer. Radio Sys.	Capstar	\$5,500,000	
1997	WMYF, WZNN	Amer. Radio Sys.	Capstar	\$500,000	
3/25/99	WCDQ FM, WSME AM	WSME, Inc.	WFNX	\$1,025,000	
4/30/99	WOKQ FM, WXBB FM, WXBP FM	Fuller-Jeffrey	Citadel	Group: \$63,500,000	
3/22/00	WLKZ FM	Fifth Estate	Tele-Media	\$1,700,000	

Providence

2000 ARB Rank:	33	2000 Revenue:	\$49,300,000	Manager's Market Ranking (current):	2.9
2000 MSA Rank:	50	Rev per Share Point:	\$751,524	Manager's Market Ranking (future):	3.4
2000 DMA Rank:	49	Population per Station:	50,916		
2000 Rev Rank:	49 of 173	2000 Revenue Change:	2.5%	Five-year revenue gain % (95-00):	47.2

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	33.5	37.9	40.9	43.7	48.1	49.3					
Yearly Growth Rate (95-00): 5.8% assigned											
Projected Revenue Estimates:							51.3	54.1	59.0	62.6	66.9
Revenue per Capita:	36.94	41.83	45.14	48.13	52.86	54.06					
Yearly Growth Rate (95-00): 5.6% assigned											
Projected Revenue per Capita:							56.13	59.06	64.27	67.90	72.40
Resulting Revenue Estimate:							53.7	56.6	61.8	65.5	70.0
Revenue as % of Retail Sales:	0.0045	0.0047	0.0049	0.0050	0.0052	0.0050					
Mean % (95-00) 0.0049											
Resulting Revenue Estimate:							50.8	53.5	56.3	59.0	61.7
MEAN REVENUE ESTIMATE:							51.9	54.8	59.0	62.4	66.2

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.907	0.906	0.906	0.908	0.910	0.912	0.914	0.916	0.918	0.922	0.924
Retail Sales (billions):	7.50	8.00	8.40	8.80	9.20	9.80	10.36	10.92	11.48	12.04	12.60

Market Profile

Below-the-Line Listening Shares:	23.6
Unlisted Station Listening:	10.8
Total Lost Listening:	34.4
Available Share Points:	65.6
Number of Viable Stations:	12.5
Average Share Points per Viable Station:	5.2
Rev. per Available Share Point:	\$751,524
Estimated Rev. for Mean Station:	\$3,907,925
Average HH Income:	\$47,747
Average Age:	37.6
Average Education:	12.2
Average Home Value:	\$136,300
Population Change (1999-2004):	1.3
Retail Sales Change (1999-2004):	30.9
Cable Penetration:	78.8
Number of Class B or C FMs:	8

Confidence Levels

2000 Revenue Estimates:
2001-to-2005 Revenue Estimates:

Comments: Market reports revenue to Miller, Kaplan. WLKW and some other lower rated stations do not cooperate.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$49,300,000	21.4	0.0050
Television	\$83,000,000	36.0	0.0085
Newspaper	\$82,600,000	35.8	0.0084
Outdoor	\$8,900,000	3.9	0.0009
Cable TV	\$6,900,000	3.0	0.0007
Media Totals:	\$230,700,000		0.0235

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Citadel: WPRO FM, WPRO AM, WSKO AM, WWLI FM, WZRA FM, WZRI FM	\$19,207,000	39.0
2 Clear Channel: WHJJ AM, WHJY FM, WSNE FM, WWBB FM	\$19,080,000	38.7
3 Brown Broadcasting Service, Inc.: WBRU FM	\$3,140,000	6.4
4 Hall Communications: WCTK FM	\$2,900,000	5.9
5 AAA Entertainment, LLC: WAKX FM, WLKW AM, WWKX FM	\$2,400,000	5.5
6 MCC Broadcasting, Inc.: WWRX FM	\$2,100,000	4.3
7 Video Mundo Broadcasting Co., LLC: WPMZ AM	\$420,000	0.9

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WHJY FM	AOR	\$8,530,000	17.3
2 WWLI FM	SAC	\$7,580,000	15.4
3 WPRO FM	CHR	\$6,520,000	13.2
4 WSNE FM	AC	\$5,820,000	11.8
5 WWBB FM	O	\$4,000,000	8.1
6 WBRU FM	AOR-NR	\$3,140,000	6.4
7 WPRO AM	T/SPRTS	\$3,130,000	6.3
8 WCTK FM	C	\$2,900,000	5.9
9 WWRX FM	CL AOR	\$2,100,000	4.3
10 WWKX FM	CHR/U	\$1,900,000	3.9
11 WZRI FM	CL HITS	\$1,200,000	2.4
12 WICE AM	T	\$777,000	1.6
13 WHJJ AM	T	\$730,000	1.5
14 WLKW AM	ST	\$500,000	1.0
15 WPMZ AM	SP-TP	\$420,000	0.9

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	71.6	\$35,325,000	(+5.3)
National:	26.3	\$12,956,000	(-4.4)
Note: Trade equals 9.8% of local. In both 1999 and 1998 it was 14.1%			

NOTE: 7/00 Standards WLKW switched to Children's as WICE.

Commerce and Industry

Important Businesses and Industries

Textiles
Machinery
Jewelry
Cutlery/Silverware

Fortune 500 Companies

CVS 100
Textron 150
Hasbro 438

Forbes 500 Companies

CVS
Textron, Inc.

Forbes Largest Private Companies

Gilbane
Warren Equities

INC 500 Companies

Heartlab
PGR Media

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	93.2	<\$20: 24.1	12-to-24 20.6
Black:	4.2	\$20-\$49.9: 34.1	25-to-54 50.7
Amer. Indian:	0.4	\$50-\$99.9: 32.0	55-plus 28.7
Asian/Pac.Isl.:	2.1	\$100+: 9.9	Non High School Grad: 30.3
Hispanic: *	6.1		High School Grad: 29.4
			College 1-3 years: 20.9
			College 4+ years: 19.4

Viable Stations

WBRU-FM	WCTK-FM	WHJJ-AM	WHJY-FM
WICE-AM	WPMZ-AM	WPRO-AM	WPRO-FM
WSKO-AM	WSNE-FM	WWBB-FM	WWKX-FM
WWLI-FM	WWRX-FM	WZRI-FM	

Colleges and Universities

	(# of Students)
U. of Rhode Island	13,733
CC of Rhode Island	11,254
Johnson & Wales U.	8,333
Rhode Island Coll.	8,002
Brown U.	7,480
Providence Coll.	5,115
Roger Williams U.	3,511
(and more)	
Total Students (FT & PT)	64,215

Best Golf Courses

Wannamoisett (Rumford) Metacomet, Rhode Island CC, Pawtucket CC, Newport CC

Weather Data

Elevation:	51		
Annual Precipitation:	40.9 in.		
Annual Snowfall:	37.8 in.		
Average Windspeed:	10.8 (SW)		
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	36.2	81.1	59.0
Avg. Min. Temp:	20.6	63.0	40.9
Average Temp:	28.4	72.1	50.0

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WJAR	Providence	10	NBC	NBC	
WPRI-TV	Providence	12	CBS	Clear Channel	Sunrise
WLWC	New Bedford	28	UPN	Straight Line	Paramount
WSBE-TV	Providence	36	PBS	RI PTV	Paramount
WNAC-TV	Providence	64	FOX	Sunrise	Clear
Channel (JSA)					
WPXQ	Block Island	69	PAX	Paxson	NBC

Major Daily Newspapers

	AM	PM	Sun	Owner
Providence Journal;				
The Providence Sunday Journal	166,888		237,629	A H Belo Corp.

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade 121,429 17.42%	Admin. Support/Clerical 114,493 16.42%	Jul 90: 6.9%
2 Manufac., Durables 110,568 15.86%	Professional 96,667 13.87%	Jul 91: 8.2%
3 Health Svcs. 67,738 9.72%	Precis. Produc./Craft/Repair 86,177 12.36%	Jul 92: 9.7%
4 Educational Svcs. 60,031 8.61%	Exec., Admin. & Managerial 81,417 11.68%	Jul 93: 7%
5 Manufac., Non-Durables 55,466 7.96%	Sales 77,235 11.08%	Jul 94: 6.9%
6 Fin., Ins. & Real Estate 45,317 6.50%	Svc., Exclud. Protective & HH 76,713 11.00%	All of 1995 7.3%
7 Construction 41,111 5.90%	Machine Oprs., Fab., Assemb. & Inspec. 67,310 9.65%	All of 1996 5.6%
8 Other Prof. Svcs. 39,431 5.66%	Technicians & Support 25,153 3.61%	All of 1997 5.6%
9 Public Administration 30,479 4.37%	Handlers, Cleaners, Help., Laborers 24,909 3.57%	All of 1998 4.9%
10 Wholesale Trade 28,620 4.11%	Transportation & Moving 23,657 3.39%	All of 1999 4.3%
Total Metro Employees 697,155		
Top 10 Total Employees 600,190 86.09%		

Major Radio Station Sales

Major Radio Station Sales Since 1994

Year	Calls	From	To	Price	(E)
1994	WSNE-F	Beck-Ross	Liberty	\$7,800,000	
1994	WHJJ, WHJY-F	Griffin	Liberty		
1995	WWRX-F	Westerly	Radio Equity	\$10,000,000	
1995	WICE		Back Bay	\$720,000	
1995	WHJJ, WHJY-F, WSNE-F	Liberty	Multimarket	\$34,900,000	
1995	WADK, WOTB-F (Exurban Prov.)	Bear		\$1,915,000	
1996	WWBB-F	Radio Equity	Clear Channel	\$14,900,000	
1996	WWRX-F	Radio Equity	Clear Channel	\$12,000,000	
1997	WLKW	Telemedia	Citadel	\$2,000,000	
1997	WPRO	Telemedia	Citadel	\$6,500,000	
1997	WPRO-F	Telemedia	Citadel	\$17,400,000	
1997	WWLI-F	Telemedia	Citadel	\$20,000,000	
1997	WPJB-F (102.7)		Back Bay	\$1,000,000	
1997	WDGE-F/WDGF-F	Urso	Citadel	\$8,500,000	
1997	WHJJ	SFX	Hicks/Chancellor	\$10,000,000	
1997	WHJY-F	SFX	Hicks/Chancellor	\$46,000,000	
1997	WSNE-F	SFX	Hicks/Chancellor	\$26,000,000	
1998	WRCP		Boson University	\$1,975,000	
1998	WKFD		WJJF Hope Valley	\$75,000	
3/2/99	WNRI AM			\$850,000	
7/7/99	WRIB AM	Carter Broadcasting	Catholic Family Radio	Group: \$20,000,000 est.	
7/14/99	WADK AM	Bear Broadcasting	Astro Tele-Communications	With WERI FM \$1,800,000	
9/20/99	WOON AM	Willow Farm, Inc.	O-N Broadcasting	\$380,000	
11/3/99	WAKX FM, WLKW AM, WWKX FM	Back Bay Broadcasters	AAA Entertainment, Inc.	Group: price NA	
1/17/00	WRIB AM	Carter Broadcasting	Catholic Family Radio	Group: Sale cancelled	
3/16/00	WWRX FM	Clear Channel	MCC Broadcasting, Inc.	AMFM/CCU est. \$16,000,000	
6/29/00	WHRC AM	Hibernia	ABC Inc.		

Raleigh-Durham

2000 ARB Rank:	48	2000 Revenue:	\$83,200,000	Manager's Market Ranking (current):	4.3
2000 MSA Rank:	51	Rev per Share Point:	\$1,096,179	Manager's Market Ranking (future):	4.4
2000 DMA Rank:	29	Population per Station:	39,242	24	
2000 Rev Rank:	35 of 173	2000 Revenue Change:	11.4%	Five-year revenue gain % (95-00):	105.9

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	40.4	50.0	53.7	66.7	74.7	83.2					
Yearly Growth Rate (95-00): 7.9% assigned											
Projected Revenue Estimates:							88.0	94.8	102.3	111.6	122.8
Revenue per Capita:	40.00	48.08	50.66	61.19	66.70	72.60					
Yearly Growth Rate (95-00): 6.4% assigned											
Projected Revenue per Capita:							75.09	79.13	83.58	89.28	96.24
Resulting Revenue Estimate:							92.1	99.3	107.1	116.8	128.6
Revenue as % of Retail Sales:	0.0039	0.0042	0.0042	0.0047	0.0047	0.0048					
Mean % (95-00) 0.0044											
Resulting Revenue Estimate:							83.2	89.8	96.4	103.0	109.6
MEAN REVENUE ESTIMATE:							87.8	94.6	101.9	110.5	120.3

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	1.010	1.040	1.060	1.090	1.120	1.146	1.172	1.198	1.224	1.250	1.276
Retail Sales (billions):	10.30	11.90	12.80	14.20	16.00	17.40	18.90	20.40	21.90	23.40	24.90

Market Profile

Below-the-Line Listening Shares:	4.2
Unlisted Station Listening:	19.9
Total Lost Listening:	24.1
Available Share Points:	75.9
Number of Viable Stations:	14.5
Average Share Points per Viable Station:	5.2
Rev. per Available Share Point:	\$1,096,179
Estimated Rev. for Mean Station:	\$5,700,131
Average HH Income:	\$50,814
Average Age:	36.0
Average Education:	12.5
Average Home Value:	\$89,100
Population Change (1999-2004):	11.6
Retail Sales Change (1999-2004):	46.3
Cable Penetration:	61.1
Number of Class B or C FMs:	11

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Maaarket reports to Miller, Kaplan. Managers predict 7% to 8% growth in 2001. WDNC, WRBZ, WWND-F, WETC do not participate in the M/K reporting.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$83,200,000	22.2	0.0048
Television	\$149,000,000	39.7	0.0086
Newspaper	\$118,000,000	31.4	0.0068
Outdoor	\$13,000,000	3.5	0.0007
Cable TV	\$12,000,000	3.2	0.0007
Media Totals:	\$375,200,000		0.0216

Note: Use Newspaper and Outdoor estimates with caution. Allocation made to Fayetteville market since it is part of Raleigh DMA. Total TV revenue for DMA is estimated at \$173,000,000.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: WDCG FM, WDUR AM, WRDU FM, WRSN FM, WTRG FM	\$36,994,000	44.5
2 Curtis Media Group: WBBB FM, WCHL AM, WCLY AM, WDNC AM, WDTF AM, WKIX FM, WKXU FM, WPTF AM, WQDR FM, WWND FM	\$20,696,000	24.9
3 Radio One: WFXC FM, WFXK FM, WNNL FM, WQOK FM	\$13,336,000	16.0
4 WRAL FM, Inc.: WRAL FM	\$10,930,000	13.1
5 Alchemy Communications, LP #1: WRBZ AM	\$600,000	0.7

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WDCG FM	CHR	\$13,715,000	16.5
2 WRAL FM	AC	\$10,930,000	13.1
3 WRDU FM	AOR	\$9,540,000	11.5
4 WTRG FM	O	\$7,180,000	8.6
5 WQDR FM	C	\$7,045,000	8.5
6 WQOK FM	B	\$6,917,000	8.3
7 WRSN FM	AC	\$6,559,000	7.9
8 WPTF AM	FS/T	\$5,539,000	6.7
9 WBBB FM	AOR	\$4,154,000	5.0
10 WFXC FM	B/AC	\$3,343,000	4.0
11 WNNL FM	B/G	\$3,076,000	3.7
12 WKIX FM	C	\$1,908,000	2.3
13 WWND FM	J	\$1,300,000	1.6
14 WRBZ AM	T/SPRTS	\$600,000	0.7
15 WDNC AM	T	\$550,000	0.7
16 WDTF AM	REL	\$200,000	0.2

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	75.6	\$60,389,000	(+7.2)
National:	24.4	\$19,511,000	(+26.6)

Note: Trade equals 1.3% of local. It was 1.4% in 1999 and 1.5% in 1998

Commerce and Industry

Important Businesses and Industries

Research
Government
Electronics
Tobacco

Fortune 500 Companies

Progress Energy

406

Forbes 500 Companies

Progress Energy

Forbes Largest Private Companies

General Parts
MBM
SAS Institute
Swiftly Serve
Variety Wholesalers

INC 500 Companies

Alliance of Professionals & Consultants
OnSphere
Security Solutions

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	72.9	<\$20: 18.1	12-to-24 22.3
Black:	23.9	\$20-\$49.9: 31.4	25-to-54 57.4
Amer. Indian:	0.3	\$50-\$99.9: 34.3	55-plus 20.3
Asian/Pac.Isl.:	2.9	\$100+: 16.2	Non High School Grad: 19.1
Hispanic: *	2.7		High School Grad: 23.0
			College 1-3 years: 25.5
			College 4+ years: 32.4

Viable Stations

WBBB-FM	WDCG-FM	WDNC-AM	WDUR-AM
WFXC-FF	WKIX-FF	WNNL-FM	WPTF-AM
WQDR-FM	WQOK-FM	WRAL-FM	WRBZ-AM
WRDU-FM	WRSN-FM	WTRG-FM	WWND-FM

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WUNC-TV	Chapel Hill	4	PBS	U. of NC	
WRAL-TV	Raleigh	5	CBS	Capitol	
WTVD-TV	Durham	11	ABC	ABC	
WNCN	Goldsboro	17	NBC	NBC	
WLFL-TV	Raleigh	22	WB	Sinclair	
WRDC	Durham	28	UPN	Glencairn	Sinclair
WRAY	Wilson	30	IND	Shop At Home	
WKFT	Fayetteville	40	IND	Capital Bcstg.	
WRPX	Rocky Mount	47	PAX	Paxson	
WRAZ-TV	Raleigh	50	FOX	Capitol	

Major Daily Newspapers

	AM	PM	Sun	Owner
Raleigh News & Observer	159,156		206,968	McClatchy Co.
Durham Herald-Sun	51,074		58,482	Rollins Family

Colleges and Universities

(# of Students)

North Carolina State U.	25,616
U. of North Carolina at Chapel Hill	23,773
Duke U.	11,411
North Carolina Central U.	5,619
Wake Technical CC	5,268
Durham Technical CC	3,569
Shaw U.	2,451
(and more)	
Total Students (FT & PT)	83,596

Best Golf Courses

Governor's Course, McGregor Downs, Northridge CC, Pinehurst (60 Miles South), Treyburn CC

Weather Data

Elevation: 434
Annual Precipitation: 45.3 in.
Annual Snowfall: 7.2 in.
Average Windspeed: 8.0 (SW)

	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	51.0	87.7	70.4
Avg. Min. Temp:	30.0	67.2	47.8
Average Temp:	40.5	77.5	59.1

Employment Breakdowns

By Industry

1 Retail Trade	92,476	14.87%
2 Educational Svcs.	69,112	11.12%
3 Manufac., Durables	60,790	9.78%
4 Health Svcs.	53,426	8.59%
5 Other Prof. Svcs.	48,080	7.73%
6 Manufac., Non-Durables	41,908	6.74%
7 Construction	41,109	6.61%
8 Fin., Ins. & Real Estate	39,875	6.41%
9 Public Administration	33,572	5.40%
10 Wholesale Trade	32,224	5.18%
Total Metro Employees	621,763	
Top 10 Total Employees	512,572	82.44%

By Occupation

Professional	113,550	18.26%
Admin. Support/Clerical	102,491	16.48%
Exec., Admin. & Managerial	87,915	14.14%
Sales	72,508	11.66%
Precis. Produc./Craft/Repair	62,682	10.08%
Svc., Exclud. Protective & HH	54,037	8.69%
Technicians & Support	39,324	6.32%
Machine Oprs., Fab., Assemb. & Inspec.	32,421	5.21%
Handlers, Cleaners, Help., Laborers	17,719	2.85%
Transportation & Moving	17,299	2.78%

Unemployment

Jul 90:	2.8%
Jul 91:	3.6%
Jul 92:	4.4%
Jul 93:	3.6%
Jul 94:	3.5%
All of 1995	2.6%
All of 1996	2.3%
All of 1997	1.9%
All of 1998	1.8%
All of 1999	1.6%

Raleigh-Durham

Major Radio Station Sales

Major Radio Station Sales Since 1990

Year	Calls	From	To	Price	(E)
1990	WTRG-F	Capitol (Johnson)	Joyner	\$5,400,000	
1991	WPTF, WQDR-F	Sold by Durham Life		\$9,000,000	
1992	WCLY			\$270,000	
1993	WZZU-F (Burlington)	Village	Prism	\$4,000,000	
1993	WDCG-F		Prism	\$6,500,000	
1993	WRDU-F	Voyager	to Hicks, Muse, Weber	\$14,700,000	
1993	WTRG-F	Joyner	to Hicks, Muse, Weber	\$9,000,000	
1994	WCLY (1550)			\$240,000	
1994	WTIK		Vernon Baker	\$320,000	
1995	WRDU-F, WTRG-F	HMW	SFX	\$28,000,000	
1996	WFXK-F	Osborn	Pinnacle	\$5,900,000	
1996	WNND-F		Ragan Henry	\$7,500,000	
1996	WNND-F	Ragan Henry	Clear Channel	\$7,500,000	
1996	WKIX-F	Alchemy	Curtis	\$16,000,000	
1996	WCLY		Mortenson	\$350,000	
1997	WDUR/WFXC-F/WFXK-F	Pinnacle	Clear Channel	\$20,000,000	
1997	WPXX-F (106.7: Semora, NC)	Pinnacle		\$3,000,000	
1997	WLLE		Mortenson	\$525,000	
1997	WCHL	Village	Curtis	\$400,000	
1997	WDCG-F	SFX	Hicks/Chancellor	\$45,000,000	
1997	WRDU-F	SFX	Hicks/Chancellor	\$50,000,000	
1997	WRSN-F	SFX	Hicks/Chancellor	\$20,000,000	
1997	WTRG-F	SFX	Hicks/Chancellor	\$41,000,000	
1998	WWND-F (interest)		Curtis	\$495,975	
2/10/99	WCLY AM	Mortenson	Curtis Media	with WRDT: \$1,000,000	
2/10/99	WRDT AM	Mortenson	Curtis Media	with WCLY: \$1,000,000	
3/13/00	WFXC FM, WFXK FM, WQOK FM, WNNL FM	Clear Channel	Radio One	AMFM/CCU divestiture. Group transaction: price NA	
4/20/00	WDNC AM	Durham Herald	Curtis Media	\$1,200,000	
6/12/00	WETC AM	East Wake Broadcasting	Carolina Regional Broadcasting	\$550,000	

2000 ARB Rank:	128	2000 Revenue:	\$22,100,000	Manager's Market Ranking (current):	2.9
2000 MSA Rank:	152	Rev per Share Point:	\$242,325	Manager's Market Ranking (future) :	3.4
2000 DMA Rank:	109	Population per Station:	14,186		
2000 Rev Rank:	91 of 173	2000 Revenue Change:	12.8%	Five-year revenue gain % (95-00):	71.3

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	12.9	14.0	15.9	17.8	19.6	22.1					
Yearly Growth Rate (95-00): 6.2% assigned											
Projected Revenue Estimates:							23.2	24.8	26.3	28.4	30.4
Revenue per Capita:	43.43	46.05	50.64	56.87	59.94	66.37					
Yearly Growth Rate (95-00): 5.2% assigned											
Projected Revenue per Capita:							68.64	71.88	74.72	79.11	83.75
Resulting Revenue Estimate:							24.3	26.0	27.5	29.7	31.8
Revenue as % of Retail Sales:	0.0036	0.0038	0.0041	0.0043	0.0044	0.0046					
Mean % (95-00): 0.0041											
Resulting Revenue Estimate:							20.7	21.8	22.9	23.9	25.0
MEAN REVENUE ESTIMATE:							22.7	24.2	25.6	27.4	29.1

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.297	0.304	0.314	0.313	0.327	0.333	0.338	0.345	0.352	0.359	0.363
Retail Sales (billions):	3.60	3.70	3.90	4.10	4.50	4.80	5.06	5.32	5.58	5.84	6.10

Market Profile

Below-the-Line Listening Shares:	0.4
Unlisted Station Listening:	8.4
Total Lost Listening:	8.8
Available Share Points:	91.2
Number of Viable Stations:	15.5
Average Share Points per Viable Station:	5.9
Rev. per Available Share Point:	\$242,325
Estimated Rev. for Mean Station:	\$1,429,718
Average HH Income:	\$51,233
Average Age:	37.0
Average Education:	12.8
Average Home Value:	\$109,700
Population Change (1999-2004):	9.8
Retail Sales Change (1999-2004):	29.8
Cable Penetration:	69.1
Number of Class B or C FMs:	11

Confidence Levels

2000 Revenue Estimates: Much Below Normal
 2001-to-2005 Revenue Estimates: Much Below Normal

Comments: Market reports revenue to Miller, Kaplan although some stations do not participate.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$22,100,000	20.3	0.0046
Television	\$39,500,000	36.2	0.0082
Newspaper	\$34,500,000	31.6	0.0072
Outdoor	\$6,900,000	6.3	0.0014
Cable TV	\$6,100,000	5.6	0.0013
Media Totals:	\$109,100,000		0.0227

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Citadel: KBUL FM, KKOH AM, KNEV FM, KNHK FM	\$8,360,000	37.8
2 Americom Las Vegas, LP: KCBN AM, KLCA FM, KODS FM, KPLY AM, KRNO FM, KWNZ FM	\$6,710,000	30.4
3 Lotus: KDOT FM, KHIT AM, KHXR FM, KOZZ FM, KPTT AM	\$4,400,000	19.9
4 NextMedia: KJZS FM, KRZQ FM, KSRN FM, KTHX FM	\$2,340,000	10.6

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KBUL FM	C	\$3,500,000	15.8
2 KKOH AM	N/T	\$3,000,000	13.6
3 KRNO FM	AC	\$2,600,000	11.8
4 KOZZ FM	CL AOR	\$2,400,000	10.9
5 KDOT FM	AOR	\$2,000,000	9.0
6 KODS FM	O	\$1,510,000	6.8
7 KWNZ FM	CHR	\$1,300,000	5.9
8 KNEV FM	AC/CHR	\$1,160,000	5.2
9 KRZQ FM	AOR-NR	\$1,000,000	4.5
10 KLCA FM	AC/NR	\$900,000	4.1
11 KTHX FM	AOR-P	\$800,000	3.6
12 KNHK FM	CL HITS	\$700,000	3.2
13 KJZS FM	J	\$540,000	2.4

NOTE: Use the revenue figures for Reno with caution.

Reno

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Tourism Gambling				Best Computer Supplies IQ Systems RMX

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	89.0	<\$20: 16.1	12-to-24 18.5
Black:	2.7	\$20-\$49.9: 33.9	25-to-54 57.8
Amer. Indian:	2.2	\$50-\$99.9: 35.2	55-plus 23.6
Asian/Pac.Isl.:	6.0	\$100+: 14.8	Non High School Grad: 17.2
Hispanic: *	14.9		High School Grad: 27.6
			College 1-3 years: 33.9
			College 4+ years: 21.3

Viable Stations

KBUL-FM	KDOT-FM	KJZS-FM	KKOH-AM
KLCA-FM	KNEV-FM	KNHK-FM	KODS-FM
KOZZ-FM	KPLY-AM	KRNO-FM	KRNV-FM
KRZQ-FM	KSRN-FM	KTHX-FM	KWNZ-FM

Colleges and Universities

	(# of Students)
U. of Nevada: Reno	11,827
Truckee Meadows CC	5,174
Western Nevada CC	2,005
Sierra Nevada Coll.	347
Morrison College: Reno	126
Total Students (FT & PT)	19,479

Best Golf Courses

Edgewood Tahoe, Wildcreek (Sparks), Incline Village (Tahoe)

Weather Data

NO WEATHER DATA AVAILABLE.

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KTVN	Reno	2	CBS	Sarkes Tarzian	
KRNV	Reno	4	NBC	Sierra	
KNPB	Reno	5	PBS	Chann. 5	
KOLO-TV	Reno	8	ABC	Smith	
KRXI-TV	Reno	11	FOX	Cox	
KAME-TV	Reno	21	UPN	Bcst. Development	Cox (JSA)
KREN-TV	Reno	27	WB	Pappas	
K52FF	Reno	52	TEL	Telemundo	
KUVR-LP	Reno	68	SPN	Pappas	

Major Daily Newspapers

	AM	PM	Sun	Owner
Reno Gazette-Journal	67,187		84,595	Gannett Co. Inc.

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade 29,314 16.37%	Svc., Exclud. Protective & HH 31,035 17.33%	Jul 90: 4.1%
2 Personal Svcs. 17,794 9.93%	Admin. Support/Clerical 30,231 16.88%	Jul 91: 4.6%
3 Entertain. & Rec. Svcs. 16,697 9.32%	Exec., Admin. & Managerial 23,369 13.05%	Jul 92: 6.3%
4 Health Svcs. 13,127 7.33%	Sales 23,326 13.02%	Jul 93: 5.8%
5 Construction 12,101 6.76%	Professional 21,439 11.97%	Jul 94: 5.1%
6 Fin., Ins. & Real Estate 11,656 6.51%	Precis. Produc./Craft/Repair 16,993 9.49%	All of 1995 4.7%
7 Other Prof. Svcs. 11,003 6.14%	Transportation & Moving 7,257 4.05%	All of 1996 4.9%
8 Educational Svcs. 10,813 6.04%	Handlers, Cleaners, Help., Laborers 6,577 3.67%	All of 1997 3.7%
9 Transportation 9,261 5.17%	Technicians & Support 6,217 3.47%	All of 1998 3.8%
10 Business & Repair Svcs. 8,553 4.78%	Machine Oprs., Fab., Assemb. & Inspec. 5,918 3.30%	All of 1999 3.7%
Total Metro Employees 179,118		
Top 10 Total Employees 140,319 78.34%		

Major Radio Station Sales

Major Radio Station Sales Since 1994

Year	Calls	From	To	Price	(E)
1994	KRNV-F		owner of KRNV-F	\$600,000	
1995	KWNZ-F	PTI	KRNO owner	\$1,040,000	
1995	KQLO	Sold by Pacific Telecom		\$325,000	
1995	KRCV		Lotus	\$235,000	
1995	KCBN, KRNO-F, KWNZ-F		Patterson	\$4,100,000	
1995	KRZQ-F		Americom	\$1,225,000	
1995	KZSR-F (92.9)			\$350,000	
1996	KPLY, KQNV-F, KZAK-F		Americom	\$1,900,000	
1996	KSRN-F (Sparks)			\$480,000	
1996	KTHX-F (Carson City)		Susquehanna for Sacramento move-in	\$15,000,000	
1996	KZSR-F (92.9)		Citadel	\$1,300,000	
1997	KCBN	Patterson	Capstar	\$700,000	
1997	KRNO-F	Patterson	Capstar	\$3,900,000	
1997	KWNZ-F	Patterson	Capstar	\$4,800,000	
1998	KCBN, KRNO-F, KWNZ-F	Capstar	Americom		Americom's Fresno properties
	WWWX FM				
1998	KTHX-F/KRZQ-F	Americom	Salt (Seidenstricker)	\$2,700,000	
1998	KSRN-F		Boyd	\$2,500,000	
1998	KWHG-F		Boyd	\$1,500,000	
1998	WHWG-F		Boyd	\$1,500,000	
4/6/99	KQLO AM	Universal Broadcasting	Thomas Aquinas School	\$170,000	
12/9/99	KRZQ FM, KTHX FM	Salt Broadcasting	NextMedia	\$7,000,000	
12/21/99	KRNV FM	Sunbelt Communications	EXCL	\$14,250,000	
1/31/00	KRNV FM		EXCL		Group transaction: \$250,000,000
2/2/00	KHWG FM	Hilltop Church	NextMedia	\$1,300,000	
2/2/00	KSRN FM	Comstock Media	NextMedia	\$1,175,000	
2/23/00	KPTL AM, KZZF FM	MB Broadcasting	Moon Broadcasting	\$3,000,100	
3/3/00	KZZF FM	Tri-Valley Broadcasting	Moon Broadcasting		
7/20/00	KPTL AM, KZZF FM	Moon Broadcasting	Silverado Broadcasting		

2000 ARB Rank:	57	2000 Revenue:	\$51,500,000	Manager's Market Ranking (current):	3.2
2000 MSA Rank:	63	Rev per Share Point:	\$616,029	Manager's Market Ranking (future) :	3.9
2000 DMA Rank:	60	Population per Station:	33,458		
2000 Rev Rank:	48 of 173	2000 Revenue Change:	7.1%	Five-year revenue gain % (95-00):	48.4

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	34.7	37.8	40.0	44.4	48.1	51.5					
Yearly Growth Rate (95-00): 6.3% assigned											
Projected Revenue Estimates:							53.8	57.3	61.1	66.0	70.9
Revenue per Capita:	37.19	40.34	42.33	46.40	49.23	52.23					
Yearly Growth Rate (95-00): 5.2% assigned											
Projected Revenue per Capita:							54.07	57.07	60.32	64.71	68.90
Resulting Revenue Estimate:							56.3	60.0	64.0	69.1	74.2
Revenue as % of Retail Sales:	0.0037	0.0040	0.0041	0.0043	0.0043	0.0044					
Mean % (95-00) 0.0041											
Resulting Revenue Estimate:							49.9	52.2	54.4	56.7	59.0
MEAN REVENUE ESTIMATE:							53.3	56.5	59.8	63.9	68.1

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.933	0.937	0.945	0.957	0.977	0.986	0.995	1.004	1.013	1.020	1.029
Retail Sales (billions):	9.40	9.50	9.70	10.30	11.10	11.60	12.16	12.72	13.28	13.84	14.40

Market Profile

Below-the-Line Listening Shares:	0.5
Unlisted Station Listening:	15.9
Total Lost Listening:	16.4
Available Share Points:	83.6
Number of Viable Stations:	16.5
Average Share Points per Viable Station:	5.1
Rev. per Available Share Point:	\$616,029
Estimated Rev. for Mean Station:	\$3,141,748
Average HH Income:	\$50,186
Average Age:	37.0
Average Education:	11.9
Average Home Value:	\$79,300
Population Change (1999-2004):	4.4
Retail Sales Change (1999-2004):	24.7
Cable Penetration:	63.3
Number of Class B or C FMs:	9

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. WGCV, WXGI, WREJ, WFTH and WLEE do not participate.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$51,500,000	21.1	0.0044
Television	\$92,000,000	37.6	0.0079
Newspaper	\$83,700,000	34.2	0.0072
Outdoor	\$10,700,000	4.4	0.0009
Cable TV	\$6,700,000	2.7	0.0006
Media Totals:	\$244,600,000		0.0211

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: WRCL FM, WRNL AM, WRVA AM, WRVQ FM, WRXL FM, WTVR FM	\$23,623,000	45.9
2 Cox Radio: WDYL FM, WKHK FM, WKLR FM, WMXB FM, WTVR AM	\$13,481,000	26.2
3 Radio One: WCDX FM, WGCV AM, WJRV FM, WKJS FM, WPLZ FM	\$12,550,000	24.4
4 The MainQuad Group: WBBT FM	\$772,000	1.5
5 4M Group, Inc.: WHAP AM, WLEE AM, WREJ AM	\$600,000	1.2
6 WXGI, Inc.: WXGI AM	\$333,000	0.6
7 Tri-City Christian Radio: WFTH AM	\$240,000	0.5

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WTVR FM	SAC	\$7,200,000	14.0
2 WCDX FM	B	\$5,766,000	11.2
3 WRVQ FM	CHR	\$5,428,000	10.5
4 WKHK FM	C	\$4,940,000	9.6
5 WMXB FM	AC	\$4,810,000	9.3
6 WKJS FM	B/AC	\$4,640,000	9.0
7 WRXL FM	AOR	\$4,050,000	7.9
8 WRVA AM	FS	\$3,823,000	7.4
9 WKLR FM	CL AOR	\$3,390,000	6.6
10 WRCL FM	O	\$1,844,000	3.6
11 WRNL AM	SPRTS	\$1,278,000	2.5
12 WPLZ FM	B/O	\$845,000	1.6
13 WBBT FM	RB-OL	\$772,000	1.5
14 WJRV FF	C	\$666,000	1.3
15 WDYL FM	AOR-NR	\$341,000	0.7
16 WXGI AM	C	\$333,000	0.6
17 WLEE AA	T/SPRTS	\$330,000	0.6
18 WGCV AM	B/G	\$290,000	0.6
19 WREJ AM	B/G	\$270,000	0.5
20 WFTH AM	B/G	\$240,000	0.5

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	80.7	\$40,241,000	(+7.0)
National:	19.3	\$9,628,000	

Note: Trade equals 4.8% of local. It was 5.4% in 1999 and 7.6% in 1998

Richmond

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Tobacco	Circuit City Group 155	Circuit City Stores-Group	Carpenter	James River Technical
Textiles	Dominion Resources 203	CSX	Estes Express Lines	VMS
Government	CSX 225	Dominion Resources	Ukrop's Super Markets	
Pharmaceuticals	Pittston 397			
	Owens & Minor 467			
	Universal 478			

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	67.2	<\$20: 18.8	12-to-24 20.0
Black:	30.4	\$20-\$49.9: 36.3	25-to-54 56.5
Amer. Indian:	0.3	\$50-\$99.9: 34.2	55-plus 23.5
Asian/Pac. Isl.:	2.1	\$100+: 10.7	Non High School Grad: 23.2
Hispanic: *	1.7		High School Grad: 27.2
			College 1-3 years: 25.2
			College 4+ years: 24.4

Competitive Media

Major Over the Air Television Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WTVR-TV	Richmond	6	CBS	Raycom	
WRIC-TV	Richmond	8	ABC	Young	
WWBT	Richmond	12	NBC	Jeff. Pilot	
WCVE-TV	Richmond	23	PBS	Commonwealth PTV	
WRLH-TV	Richmond	35	FOX	Sullivan	Sinclair
WCVV	Richmond	57	PBS	Commonwealth PTV	
WUPV-TV	Ashland	65	UPN	Lockwood	

Major Daily Newspapers

	AM	PM	Sun	Owner
Richmond Times-Dispatch	199,814		238,352	Media General Inc.

Viable Stations

WBWT-FM	WCDX-FM	WDYL-FM	WGCV-AM
WJRV-FF	WKHK-FM	WKJS-FM	WKLR-FM
WLEE-AA	WMXB-FM	WPLZ-FM	WRCL-FM
WRNL-AM	WRVA-AM	WRVQ-FM	WRXL-FM
WTVR-AM	WTVR-FM	WXGI-AM	

Colleges and Universities

	(# of Students)
Virginia Commonwealth U.	21,074
C of William and Mary	7,490
J. Sargeant Reynolds CC	5,714
John Tyler CC	5,441
Virginia State U.	4,210
U. of Richmond	3,654
Virginia Union U.	1,596
(and more)	
Total Students (FT & PT)	51,172

Best Golf Courses

CC of Virginia

Weather Data

Elevation:	164		
Annual Precipitation:	43.8 in.		
Annual Snowfall:	14.3 in.		
Average Windspeed:	7.6 (S)		
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	47.4	88.2	68.8
Avg. Min. Temp:	27.6	67.5	46.7
Average Temp:	37.5	77.9	57.8

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade	Admin. Support/Clerical	Jul 90: 3.4%
2 Fin., Ins. & Real Estate	Exec., Admin. & Managerial	Jul 91: 5.7%
3 Manufac., Non-Durables	Professional	Jul 92: 6.4%
4 Health Svcs.	Sales	Jul 93: 5%
5 Construction	Precis. Produc./Craft/Repair	Jul 94: 4.8%
6 Educational Svcs.	Svc., Exclud. Protective & HH	All of 1995 3.7%
7 Public Administration	Machine Oprs., Fab., Assemb. & Inspec.	All of 1996 3.7%
8 Other Prof. Svcs.	Technicians & Support	All of 1997 3.5%
9 Manufac., Durables	Transportation & Moving	All of 1998 2.6%
10 Wholesale Trade	Handlers, Cleaners, Help., Laborers	All of 1999 2.4%
Total Metro Employees		
Top 10 Total Employees		

Major Radio Station Sales

Major Radio Station Sales Since 1990

Year	Calls	From	To	Price	(E)
1990	WANT			\$1,000,000	
1990	WVGO-F	First City	Coleman	\$5,500,000	Cancelled
1991	WRVA, WRVQ-F	Edens	Force II	\$20,000,000	Cancelled
1991	WVGO-F	Daytona	Benchmark	\$4,000,000	
1992	WRVA, WRVQ-F	Edens	Clear Channel	\$13,000,000	
1992	WDCK-F (Williamsburg)	Keymarket	Benchmark	\$4,250,000	
1992	WSVS A/F (Crewe)	receivership	ABS	\$3,000,000	
1992	WGCV, WPLZ-F (Petersburg)	Sinclair		\$1,400,000	
1993	WRNL, WRXL-F	Capital	Clear Channel	\$9,200,000	
1993	WMXB-F	Four Seasons	Liberty	\$9,000,000	
1994	WTVR A/F	Park	Tomlin/Knapp	\$8,300,000	
1995	WMXB-F	Liberty	Multimarket	\$13,000,000	
1996	WTVR A/F	Park/Tomlin	Clear Channel	\$18,000,000	
1996	WLEE-F, WVGO-F	Benchmark	ABS	\$14,500,000	
1996	WSMJ-F		Sinclair (?)		
1996	WBZU-F	ABS	SFX	\$5,500,000	
1996	WKHK-F	ABS	SFX	\$17,500,000	
1996	WLEE-F	ABS	SFX	\$5,800,000	
1996	WVGO-F	ABS	SFX	\$8,700,000	
1996	WSTK (1290)		Sheridan	\$550,000	
1997	WXGI			\$650,000	
1997	WBZU-F	SFX	Hicks/Chancellor	\$11,000,000	
1997	WKHK-F	SFX	Hicks/Chancellor	\$41,000,000	
1997	WKLR-F	SFX	Hicks/Chancellor	\$14,000,000	
1997	WMXB-F	SFX	Hicks/Chancellor	\$29,000,000	
1997	WVGO-F	SFX	Hicks/Chancellor	\$14,000,000	
1997	WVGO-F		Sold to WREJ, WSOJ-F		
1997	WZOD		Hibernia	\$800,000	
1998	WPES (1430: Ashland)			\$157,000	
3/1/99	WDYL FM	Hoffman	Radio One	\$4,600,000	
3/1/99	WKJS FM, WSOJ FM	WREJ	Radio One	\$12,000,000	
3/15/99	WCDX FM, WGCV AM, WJRV FM, WPLZ FM	Sinclair Commun.	Radio One	\$34,000,000	
6/4/99	WLEE AM	Pearson	4M Radio		
9/7/99	WREJ AM	1540 Broadcasting Corp.	4M Radio	\$600,000	
3/6/00	WTVR AM	Clear Channel	Cox Radio	AMFM/CCU divestiture. \$380,000,000	
3/6/00	WKHK FM, WMXB FM, WKLR FM	AMFM	Cox Radio	AMFM/CCU divestiture. \$380,000,000	
6/29/00	WDZY AM	Hibernia	ABC Inc.		
11/7/00	WDYL FM	Radio One	Cox Radio		
11/10/00	WARV FM	Radio One	Honolulu Bcstg	\$1,000,000	

Riverside-San Bernadino

2000 ARB Rank:	28	2000 Revenue:	\$38,200,000	Manager's Market Ranking (current):	3.4	
2000 MSA Rank:	11	Rev per Share Point:	\$1,082,153	Manager's Market Ranking (future) :	3.3	
2000 DMA Rank:	2 (Los Angeles)	Population per Station:	111,008	13	Five-year revenue gain % (95-00):	63.2
2000 Rev Rank:	63 of 173	2000 Revenue Change:	6.1%			

Revenue History and Projections

	Radio Revenue History					Radio Revenue Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	23.4	26.4	27.0	29.3	36.0	38.2					
Yearly Growth Rate (95-00): 6.2% assigned											
Projected Revenue Estimates:							39.7	42.0	44.7	48.3	51.7
Revenue per Capita:	7.72	8.66	8.80	9.30	11.15	11.56					
Yearly Growth Rate (95-00): 4.7% assigned											
Projected Revenue per Capita:							11.74	12.15	12.65	13.38	14.03
Resulting Revenue Estimate:							41.6	44.0	46.8	50.6	54.1
Revenue as % of Retail Sales:	0.0009	0.0010	0.0010	0.0010	0.0012	0.0012					
Mean % (95-00) 0.0011											
Resulting Revenue Estimate:							38.5	41.1	43.6	46.2	48.7
MEAN REVENUE ESTIMATE:							39.9	42.4	45.0	48.4	51.5

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	3.030	3.050	3.070	3.150	3.230	3.306	3.382	3.458	3.534	3.610	3.686
Retail Sales (billions):	25.00	26.70	27.30	29.10	30.90	32.70	35.02	37.34	39.66	41.98	44.30

Market Profile

Below-the-Line Listening Shares:	50.8
Unlisted Station Listening:	13.9
Total Lost Listening:	64.7
Available Share Points:	35.3
Number of Viable Stations:	10.5
Average Share Points per Viable Station:	3.4
Rev. per Available Share Point:	\$1,082,153
Estimated Rev. for Mean Station:	\$3,679,320
Average HH Income:	\$39,869
Average Age:	33.0
Average Education:	12.2
Average Home Value:	\$130,000
Population Change (1999-2004):	11.8
Retail Sales Change (1999-2004):	35.9
Cable Penetration:	N/A
Number of Class B or C FMs:	3

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. Managers expect 4% to 6% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$38,200,000	13.3	0.0012
Television	\$117,000,000	40.9	0.0036
Newspaper	\$105,000,000	36.7	0.0032
Outdoor	\$26,000,000	9.1	0.0008
Cable TV			
Media Totals:	\$286,200,000		0.0088

Note: Use Newspaper and Outdoor estimates with caution. Part of Los Angeles DMA. Revenue for TV is estimated contribution to total TV revenue for DMA.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 CBS/Infinity: KFRG FM, KXFG FM	\$14,000,000	36.6
2 Clear Channel: KCKC AM, KDIF AM, KGGI FM, KKDD AM	\$9,620,000	25.2
3 SBR Broadcasting Co.: KCAL FM, KOLA FM	\$8,600,000	22.5
4 All Pro Broadcasting, Inc.: KCXX FM	\$2,700,000	7.1
5 Lazer Broadcasting: KSDT AM, KXRS FM, KXSB FM	\$1,400,000	3.7
6 Entravision: KCAL AM, KSZZ AM	\$1,100,000	2.9
7 Magic Broadcasting Companies: KWRP FM	\$800,000	2.1
8 Amaturio Group: KELT FM	\$600,000	1.6

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KFRG FF	C	\$14,000,000	36.6
2 KGGI FM	CHR	\$7,500,000	19.6
3 KOLA FM	O	\$5,000,000	13.1
4 KCAL FM	AOR	\$3,600,000	9.4
5 KCXX FM	AOR-NR	\$2,700,000	7.1
6 KXSB FF	SP-C	\$1,400,000	3.7
7 KDIF AM	SP-C	\$1,300,000	3.4
8 KCAL AM	SP	\$1,100,000	2.9
9 KWRP FM	ST	\$800,000	2.1
10 KELT FM	SAC	\$600,000	1.6
11 KCKC AM	SP-R	\$550,000	1.4

NOTE: Revenue estimates include only those stations which report to Miller-Kaplan.

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Aircraft Parts Mobile Homes RV's Electronics Government Cement	Fleetwood Enterprises 447		Stater Bros Markets	

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	86.3	<\$20: 25.1	12-to-24 22.1
Black:	7.2	\$20-\$49.9: 39.1	25-to-54 53.8
Amer. Indian:	1.1	\$50-\$99.9: 28.6	55-plus 24.0
Asian/Pac. Isl.:	5.3	\$100+:	7.2
Hispanic: *	34.7		

Viable Stations

KCAL-AM	KCAL-FM	KCKC-AM	KCXX-FM
KDIF-AM	KELT-FM	KFRG-FM	KGGI-FM
KOLA-FM	KSZZ-AM	KWRP-FM	KXSB-FM

Colleges and Universities

	(# of Students)
California State U.: San Bernardino	13,600
San Bernardino Valley Coll.	10,917
Mount San Jacinto Coll.	8,508
Crafton Hills Coll.	4,990
U. of Redlands	1,543
Total Students (FT & PT)	39,558

Competitive Media

Major Over the Air Television
See Los Angeles

Major Daily Newspapers	AM	PM	Sun	Owner
Riverside Press-Enterprise	165,043		171,813	A H Belo Corp.
San Bernardino Sun	77,366		84,346	MediaNews Group

Best Golf Courses

Canyon Crest CC

Weather Data

NO WEATHER DATA AVAILABLE.

Employment Breakdowns

By Industry			By Occupation			Unemployment		
1 Retail Trade	238,301	17.66%	Admin. Support/Clerical	213,840	15.84%	Jul 90:	7.8%	
2 Manufac., Durables	145,864	10.81%	Precis. Produc./Craft/Repair	193,923	14.37%	Jul 91:	9.8%	
3 Construction	138,175	10.24%	Sales	169,393	12.55%	Jul 92:	11.5%	
4 Health Svcs.	101,088	7.49%	Exec., Admin. & Managerial	161,612	11.97%	Jul 93:	13.6%	
5 Educational Svcs.	101,050	7.49%	Professional	160,083	11.86%	Jul 94:	10.9%	
6 Fin., Ins. & Real Estate	87,177	6.46%	Svc., Exclud. Protective & HH	138,482	10.26%	All of 1995	8.7%	
7 Business & Repair Svcs.	72,840	5.40%	Machine Oprs, Fab., Assemb. & Inspec.	71,494	5.30%	All of 1996	7.7%	
8 Other Prof. Svcs.	72,087	5.34%	Transportation & Moving	63,502	4.71%	All of 1997	6.9%	
9 Public Administration	68,734	5.09%	Handlers, Cleaners, Help., Laborers	59,759	4.43%	All of 1998	6.1%	
10 Transportation	60,883	4.51%	Technicians & Support	42,601	3.16%	All of 1999	5.1%	
Total Metro Employees	1,349,590							
Top 10 Total Employees	1,086,199	80.48%						

Major Radio Station Sales

Major Radio Station Sales Since 1993

Year	Calls	From	To	Price	(E)
1993	KCAL		Luis Nogales	\$3,000,000	
1993	KRZE-F			\$4,200,000	
1994	KMEN, KGGI-F	Amer. Media	Chancellor	\$21,200,000	
1994	KOLA-F		Anaheim	\$5,000,000	
1994	KHTX A/F	Henry	Embarcadero	\$10,000,000	
1994	KTOT-F		KXRS-F owner	\$750,000	
1995	FM CP (92.9) (Sun City)		Amaturo	\$400,000	
1997	KFRG-F, KXFG-F	Amaturo	Amer. Radio Sys.	\$60,000,000	
1997	KFRG-F, KXFG-F	Amer. Radio Sys.	CBS	\$80,000,000	
1998	KNSE			\$1,300,000	
1998	KDIF (1440)		Jacor	\$2,650,000	
1998	KWRP FM			\$2,650,000	
1998	KCKC AM	All-Pro	Jacor	\$2,300,000	
1998	KCKC AM, KDIF AM	Jacor	Clear Channel		
3/4/99	KMSL AM		Astor	\$2,500,000	
1/31/00	KCAL AM, KSZZ AM	EXCL	Entravision	Group transaction: \$250,000,000	
3/6/00	KGGI FM	AMFM	Chase Radio	AMFM/CCU divestiture. Group transaction.	
1/22/01	KMET AM	Robeson/Suttles Broadcasting, Inc.		World Shopping Network \$1,750,000	

Roanoke

2000 ARB Rank:	105	2000 Revenue:	\$21,400,000	Manager's Market Ranking (current):	2.5
2000 MSA Rank:	194	Rev per Share Point:	\$278,646	Manager's Market Ranking (future):	2.8
2000 DMA Rank:	68	Population per Station:	16,843	23	
2000 Rev Rank:	94 of 173	2000 Revenue Change:	4.4%	Five-year revenue gain % (95-00):	42.7

Revenue History and Projections

	Radio Revenue History						Radio Revenue Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	15.0	15.9	17.7	19.2	20.5	21.4					
Yearly Growth Rate (95-00): 5.9% assigned											
Projected Revenue Estimates:							22.6	24.0	25.6	27.8	29.4
Revenue per Capita:	34.48	36.38	40.50	43.54	46.28	48.20					
Yearly Growth Rate (95-00): 5.0% assigned											
Projected Revenue per Capita:							50.79	53.81	57.27	62.19	65.63
Resulting Revenue Estimate:							23.7	25.1	26.8	29.1	30.8
Revenue as % of Retail Sales:	0.0028	0.0029	0.0032	0.0033	0.0033	0.0033					
Mean % (95-00) 0.0031											
Resulting Revenue Estimate:							20.8	21.7	22.6	23.6	24.5
MEAN REVENUE ESTIMATE:							22.3	23.6	25.0	26.8	28.2

Population and Demographic Estimates

	Historic						Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.435	0.437	0.437	0.441	0.443	0.444	0.445	0.446	0.447	0.447	0.448
Retail Sales (billions):	5.30	5.40	5.60	5.80	6.20	6.40	6.70	7.00	7.30	7.60	7.90

Market Profile

Below-the-Line Listening Shares:	7.4
Unlisted Station Listening:	15.8
Total Lost Listening:	23.2
Available Share Points:	76.8
Number of Viable Stations:	13.5
Average Share Points per Viable Station:	5.7
Rev. per Available Share Point:	\$278,646
Estimated Rev. for Mean Station:	\$1,588,282
Average HH Income:	\$42,106
Average Age:	39.9
Average Education:	12.0
Average Home Value:	\$65,000
Population Change (1999-2004):	0.9
Retail Sales Change (1999-2004):	22.6
Cable Penetration:	63.9
Number of Class B or C FMs:	6

Confidence Levels

2000 Revenue Estimates:	Below Normal
2001-to-2005 Revenue Estimates:	Below Normal

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$21,400,000	16.6	0.0033
Television	\$52,000,000	40.3	0.0081
Newspaper	\$46,500,000	36.1	0.0073
Outdoor	\$5,600,000	4.3	0.0009
Cable TV	\$3,400,000	2.6	0.0005
Media Totals:	\$128,900,000		0.0201

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: WGMN AM, WJJS FM, WJXX FM, WJLM FM, WMJA FM, WRDJ FM, WROV FM, WVGM AM, WYYD FM	\$10,375,000	48.5
2 Mel Wheeler, Inc.: WFIR AM, WLYK FM, WSLC FM, WSLC AM, WSLQ FM, WXLK FM	\$8,480,000	39.6
3 Travis Media, LLC: WZZI FM	\$470,000	2.2
4 DJ Broadcasting, Inc.: WKDE FM	\$330,000	1.5
5 Gary E. Burns: WLNI FM	\$280,000	1.3
6 Hubbard Advertising Agency, Inc.: WLLL AM	\$270,000	1.3
7 Bedford Radio Partners: WLQE FM	\$220,000	1.0

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WYYD FM	C	\$3,500,000	16.4
2 WSLQ FM	AC	\$3,450,000	16.1
3 WROV FM	AOR	\$3,250,000	15.2
4 WXLK FM	CHR	\$2,700,000	12.6
5 WJJS FF	B	\$1,300,000	6.1
6 WMJA FF	O	\$1,250,000	5.8
7 WSLC FM	C/FS	\$1,000,000	4.7
8 WFIR AM	T/N	\$950,000	4.4
9 WJLM FM	C	\$925,000	4.3
10 WZZI FM	AOR-NR	\$470,000	2.2
11 WSLC AM	C	\$380,000	1.8
12 WKDE FM	C	\$330,000	1.5
13 WLNI FM	T/SPRTS	\$280,000	1.3
14 WLLL AM	B/G	\$270,000	1.3
15 WLQE FM	ST	\$220,000	1.0
16 WGMN AM	SPRTS	\$150,000	0.7

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Textiles Electrical Components Furniture Processed Foods			Advance Stores	Omnitech Engineering & Manufacturing

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	85.0	<\$20: 22.2	12-to-24 19.5
Black:	13.8	\$20-\$49.9: 37.8	25-to-54 51.7
Amer. Indian:	0.1	\$50-\$99.9: 30.8	55-plus 28.8
Asian/Pac. Isl.:	1.1	\$100+: 9.2	Non High School Grad: 26.3
Hispanic: *	1.0		High School Grad: 29.2
			College 1-3 years: 26.1
			College 4+ years: 18.4

Viable Stations

WFIR-AM	WJJS-FM	WJLM-FM	WKDE-FM
WLLI-AM	WLNI-FM	WLQE-FM	WLVA-AM
WLYK-FM	WMJA-FM	WROV-FM	WSLC-AM
WSLC-FM	WSLQ-FM	WXLK-FM	WYYD-FM
WZZI-FM	WZZU-FM		

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WDBJ	Roanoke	7	CBS	Schurz	
WSLS-TV	Roanoke	10	NBC	Media General	
WSET-TV	Lynchburg	13	ABC	Allbritton	
WBRA-TV	Roanoke	15	PBS	Blue Ridge PTV	
WJPR	Lynchburg	21	S:WFXR		
WFXR	Roanoke	27	FOX	Grant	
WPXR	Roanoke	38	PAX	Paxson	

Colleges and Universities

	(# of Students)
Liberty U.	6,690
Central Virginia CC	4,021
Virginia Western CC	3,879
Averett Coll.	2,196
Lynchburg Coll.	1,909
Roanoke Coll.	1,656
Danville CC	1,627
(and more)	
Total Students (FT & PT)	27,827

Major Daily Newspapers

	AM	PM	Sun	Owner
The Roanoke Times	98,552		116,207	Landmark Communications Inc.
Lynchburg News & Advance	37,502		42,414	Media General Inc. (Virginia Newspapers Inc.)

Best Golf Courses

Boonesboro (Lynchburg), Hidden Valley

Weather Data

Elevation:				1149
Annual Precipitation:				40.1 in.
Annual Snowfall:				25.0 in.
Average Windspeed:				8.3 (SE)
	JAN	JUL	TOTAL YR.	
Avg. Max. Temp:	45.6	85.9	66.8	
Avg. Min. Temp:	27.2	64.4	45.0	
Average Temp:	36.4	75.2	55.9	

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade 22,720 19.44%	Admin. Support/Clerical 21,036 18.00%	Jul 90: 3.1%
2 Manufac., Durables 11,953 10.23%	Sales 16,314 13.96%	Jul 91: 5.1%
3 Health Svcs. 11,564 9.89%	Professional 15,749 13.47%	Jul 92: 5%
4 Fin., Ins. & Real Estate 9,487 8.12%	Exec., Admin. & Managerial 13,675 11.70%	Jul 93: 5%
5 Educational Svcs. 7,748 6.63%	Precis. Produc./Craft/Repair 12,255 10.48%	Jul 94: 4%
6 Manufac., Non-Durables 7,486 6.40%	Svc., Exclud. Protective & HH 12,006 10.27%	All of 1995 2.8%
7 Construction 7,312 6.26%	Machine Oprs., Fab., Assemb. & Inspec. 8,260 7.07%	All of 1996 2.9%
8 Other Prof. Svcs. 7,164 6.13%	Transportation & Moving 5,319 4.55%	All of 1997 3.3%
9 Transportation 6,762 5.78%	Handlers, Cleaners, Help., Laborers 4,597 3.93%	All of 1998 2.3%
10 Wholesale Trade 5,540 4.74%	Technicians & Support 4,220 3.61%	All of 1999 1.9%
Total Metro Employees 116,893		
Top 10 Total Employees 97,736 83.61%		

Major Radio Station Sales

Major Radio Station Sales Since 1993

Year	Calls	From	To	Price	(E)
1993	WXYU, WJJS-F (Lynchburg)	Bruce Houston		\$350,000	
1993	WVLR-F (Appomattox)		Bruce Houston	\$1,060,000	
1993	WYMY-F (Bedford)			\$300,000	
1994	WYYD-F	Sold by Winfas	Benchmark	\$8,500,000	
1995	WLLL, WGOL-F			\$600,000	
1995	WROV A/F	Atlantic	Benchmark	\$5,800,000	
1995	WVLR, WJXX-F, WJJS-F, WRDJ-F, WLDJ-F	Houston	Cavalier	\$5,000,000	
1995	WLLL			\$28,000	
1996	WROV-AF	Benchmark	Capstar	\$9,300,000	
1996	WYYD-F	Benchmark	Capstar	\$19,400,000	
1997	WJLM-F		Capstar	\$3,100,000	
1997	WLNI-F		Gary Burns	\$700,000	
1998	WFIR, WPVR-F	Gibbons	Capstar	\$8,500,000	
4/29/99	WRVX FM plus \$200,000 employment contract for James Shircliff	Shircliff Partnership	Travis Media Corp., LLC	\$950,000	
9/15/99	WFIR AM, WPVR FM	Jim Gibbons Radio	AMFM	Cancelled	
9/15/99	WFIR AM, WPVR FM	Jim Gibbons Radio	Mel Wheeler	\$6,500,000	
1/21/00	WZZI FM	Carousel Entertainment	Travis Media, LLC	\$1,300,000	
9/13/00	WLQE FM	JLR Communications, Inc.	Bedford Radio Partners	\$925,000	

Rochester, NY

2000 ARB Rank:	52	2000 Revenue:	\$45,200,000	Manager's Market Ranking (current):	2.8
2000 MSA Rank:	59	Rev per Share Point:	\$562,889	Manager's Market Ranking (future):	3.2
2000 DMA Rank:	74	Population per Station:	34,462		
2000 Rev Rank:	53 of 173	2000 Revenue Change:	10.8%	Five-year revenue gain % (95-00):	51.7

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	29.8	32.3	34.5	36.9	40.8	45.2					
Yearly Growth Rate (95-00): 6.2% assigned											
Projected Revenue Estimates:							47.2	50.4	54.0	58.8	63.5
Revenue per Capita:	27.34	29.63	31.65	34.17	37.78	41.93					
Yearly Growth Rate (95-00): 5.1% assigned											
Projected Revenue per Capita:							43.87	46.93	50.37	54.95	59.46
Resulting Revenue Estimate:							49.4	52.8	56.5	61.6	66.5
Revenue as % of Retail Sales:	0.0032	0.0033	0.0034	0.0035	0.0036	0.0038					
Mean % (95-00) 0.0035											
Resulting Revenue Estimate:							43.3	44.9	46.5	48.1	49.7
MEAN REVENUE ESTIMATE:							46.6	49.3	52.3	56.2	59.9

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	1.090	1.090	1.090	1.080	1.080	1.078	1.076	1.074	1.072	1.070	1.068
Retail Sales (billions):	9.30	9.90	10.10	10.50	11.20	11.90	12.36	12.82	13.28	13.74	14.20

Market Profile

Below-the-Line Listening Shares:	4.2
Unlisted Station Listening:	15.5
Total Lost Listening:	19.7
Available Share Points:	80.3
Number of Viable Stations:	13.5
Average Share Points per Viable Station:	5.9
Rev. per Available Share Point:	\$562,889
Estimated Rev. for Mean Station:	\$3,321,045
Average HH Income:	\$50,793
Average Age:	35.7
Average Education:	12.3
Average Home Value:	\$85,500
Population Change (1999-2004):	-0.9
Retail Sales Change (1999-2004):	22.7
Cable Penetration:	70.6
Number of Class B or C FMs:	7

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. WLZG, WJZR-F, WWWG and a few others do not participate.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$45,200,000	20.8	0.0038
Television	\$79,000,000	36.3	0.0066
Newspaper	\$76,000,000	34.9	0.0064
Outdoor	\$10,800,000	5.0	0.0009
Cable TV	\$6,600,000	3.0	0.0006
Media Totals:	\$217,600,000		0.0183

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 CBS/Infinity: WCMF FM, WPXY FM, WRMM FM, WZNE FM	\$18,000,000	39.8
2 Clear Channel: WHAM AM, WHTK AM, WISY FM, WKGS FM, WLCL FM, WNVE FM, WVOR FM	\$15,450,000	34.2
3 Entercom: WBBF FM, WBEE FM, WEZO AM, WQRV FM	\$9,341,000	20.7
4 Monroe County Bestg Co., Ltd.: WDKX FM	\$1,850,000	4.1
5 Victorson Group, Inc.: WJZR FM	\$470,000	1.0
6 Crawford: WDCZ FM, WLZG AM	\$140,000	0.3

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WHAM AM	FS	\$7,150,000	15.8
2 WBEE FM	C	\$6,330,000	14.0
3 WCMF FM	AOR	\$6,100,000	13.5
4 WRMM FM	SAC	\$5,300,000	11.7
5 WPXY FM	CHR	\$4,600,000	10.2
6 WVOR FM	AC/CHR	\$4,230,000	9.4
7 WNVE FM	AOR-NR	\$2,140,000	4.7
8 WZNE FM	AC/NR	\$2,000,000	4.4
9 WDKX FM	B	\$1,850,000	4.1
10 WBBF FM	O	\$1,780,000	3.9
11 WKGS FM	CHR	\$1,130,000	2.5
12 WQRV FM	CL AOR	\$891,000	2.0
13 WHTK AM	SPRTS	\$530,000	1.2
14 WJZR FM	J	\$470,000	1.0
15 WEZO AM	VA	\$340,000	0.8
16 WISY FF	SAC	\$270,000	0.6
17 WLZG AM	ST	\$140,000	0.3

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	83.8	\$37,363,000	(+12.9)
National:	16.2	\$7,210,000	(+0.5)

Note: Trade equals 5.8% of local. It was 8.3% in 1999 and 11.6% in 1998.

Commerce and Industry

Important Businesses and Industries

Photo Equipment
Electronics
Office Equipment
Engine Components

Fortune 500 Companies

Eastman Kodak 141

Forbes 500 Companies

Eastman Kodak
Paychex

Forbes Largest Private Companies

Empire Beef
Wegmans Food Markets

INC 500 Companies

Coombs Corporate Media
Lenel Systems International
Pro-Tech Welding and Fabrication
Rochester Software Associates

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	87.3	<\$20: 20.7	12-to-24 20.7
Black:	10.2	\$20-\$49.9: 35.4	25-to-54 53.6
Amer. Indian:	0.4	\$50-\$99.9: 33.3	55-plus 25.7
Asian/Pac. Isl.:	2.1	\$100+: 10.5	College 1-3 years: 25.8
Hispanic: *	4.1		College 4+ years: 23.0

Viable Stations

WBBF-FM	WBEE-FM	WCMF-FM	WDKX-FM
WEZO-AM	WHAM-AM	WHTK-AM	WJZR-FM
WKGS-FM	WNVE-FM	WPXY-FM	WQRV-FM
WRMM-FM	WVOR-FM	WZNE-FM	

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WROC-TV	Rochester	8	CBS	Nexstar	
WHEC-TV	Rochester	10	NBC	Hubbard	
WOKR	Rochester	13	ABC	Ackerley	
WXXI-TV	Rochester	21	PBS	WXXI	
WUHF	Rochester	31	FOX	BS&L	Sinclair
WBGT-LP	Rochester	40	UPN	Standfast	

Major Daily Newspapers

	AM	PM	Sun	Owner
Rochester Democrat and Chronicle	174,800		242,524	Gannett Co. Inc.

Colleges and Universities

(# of Students)

Rochester Inst. of Tech.	11,869
Monroe CC	11,309
SUNY College at Brockport	8,376
U. of Rochester	8,026
Genesee CC	3,073
Nazareth C of Rochester	2,692
St. John Fisher Coll.	2,474
(and more)	
Total Students (FT & PT)	50,965

Best Golf Courses

Oak Hill (East), Locust Hill, CC of Rochester, Ironquoit

Weather Data

Elevation:	547		
Annual Precipitation:	32.6 in.		
Annual Snowfall:	86.1 in.		
Average Windspeed:	9.7 (WSW)		
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	31.3	82.2	57.2
Avg. Min. Temp:	16.7	60.2	38.6
Average Temp:	24.0	71.2	47.9

Employment Breakdowns

By Industry

1 Manufac., Durables	113,523	21.36%
2 Retail Trade	84,861	15.97%
3 Educational Svcs.	56,356	10.60%
4 Health Svcs.	46,356	8.72%
5 Other Prof. Svcs.	34,396	6.47%
6 Manufac., Non-Durables	30,694	5.77%
7 Fin., Ins. & Real Estate	28,681	5.40%
8 Construction	26,406	4.97%
9 Business & Repair Svcs.	20,909	3.93%
10 Wholesale Trade	19,611	3.69%
Total Metro Employees	531,520	
Top 10 Total Employees	461,793	86.88%

By Occupation

Professional	87,895	16.54%
Admin. Support/Clerical	84,893	15.97%
Exec., Admin. & Managerial	64,951	12.22%
Precis. Produc./Craft/Repair	60,666	11.41%
Svc., Exclud. Protective & HH	57,807	10.88%
Sales	56,829	10.69%
Machine Oprs., Fab., Assemb. & Inspec.	42,795	8.05%
Technicians & Support	23,228	4.37%
Transportation & Moving	17,974	3.38%
Handlers, Cleaners, Help., Laborers	16,508	3.11%

Unemployment

Jul 90:	3.7%
Jul 91:	4.6%
Jul 92:	5.7%
Jul 93:	5.6%
Jul 94:	5.4%
All of 1995	4.5%
All of 1996	4.0%
All of 1997	4.1%
All of 1998	3.9%
All of 1999	4.3%

Rochester, NY

Major Radio Station Sales

Major Radio Station Sales Since 1990

Year	Calls	From	To	Price	(E)
1990	WPXY A/F	Pyramid	Rich	\$8,000,000	(Never Closed)
1992	WRMM A/F	Atlantic	Stoner	\$4,000,000	
1993	WKLX-F		Heritage	\$4,300,000	
1993	WEZO FM (Avon)		Lincoln	\$465,000	
1994	WPXY	Pyramid	Lincoln	\$500,000	
1994	WPXY-F	Pyramid	Lincoln	\$5,500,000	
1994	WEZO FM (Avon)	Sold by Lincoln		\$650,000	
1996	WHAM, WHTK, WVOR-F, WPXY-F	Lincoln	Amer. Radio Sys.	\$30,500,000	
1996	WHRR-F		Heritage	\$2,000,000	
1996	WAQB-F (Brighton)		Amer Radio Syst.	\$3,500,000	
1996	WHAM, WHTK, WVOR-F Trade	Amer. Radio Sys.	to Jacor for WKRQ-F,	Cinci. + \$16.0 mil.	
1997	WNVE-F		Jacor	\$5,000,000	
1997	WMAX-F		Jacor	\$4,000,000	
1997	WMHX-F		Jacor	\$1,200,000	
1997	WRCD-F		Jacor	\$1,800,000	
1997	WRMM	Amer. Radio Sys.	Crawford	\$650,000	
1997	WBBF AM	Heritage	Sinclair Bcst Gp	\$1,000,000	
1997	WBEE FM	Heritage	Sinclair Bcst Gp	\$24,900,000	
1997	WKLX FM	Heritage	Sinclair Bcst Gp	\$12,800,000	
1997	WQRV FM	Heritage	Sinclair Bcst Gp	\$2,800,000	
1997	WCMF-F	Amer. Radio Sys.	CBS	\$29,000,000	
1997	WPXY-F	Amer. Radio Sys.	CBS	\$24,000,000	
1997	WRMM-F	Amer. Radio Sys.	CBS	\$26,000,000	
1997	WZNE-F	Amer. Radio Sys.	CBS	\$8,000,000	
1998	WBBF	Sinclair Bcst Gp	Entercom	\$1,200,000	
1998	WBEE-F	Sinclair Bcst Gp	Entercom	\$30,900,000	
1998	WKLX-F	Sinclair Bcst Gp	Entercom	\$15,900,000	
1998	WQRV-F	Sinclair Bcst Gp	Entercom	\$3,000,000	
10/8/98	WHAM AM, WHTK AM, WISY FM, WMAX FM, WNVE FM, WVOR FM, WYSY FM	Jacor	Clear Channel		
9/13/00	WWWG AM	American General Media	American General Media	\$1,000,000	

2000 ARB Rank:	148	2000 Revenue:	\$14,700,000	Manager's Market Ranking (current):	2.6
2000 MSA Rank:	138	Rev per Share Point:	\$247,892	Manager's Market Ranking (future):	3.1
2000 DMA Rank:	135	Population per Station:	32,225		
2000 Rev Rank:	127 of 173	2000 Revenue Change:	7.3%	Five-year revenue gain % (95-00):	70.9

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	8.6	9.2	11.0	12.6	13.7	14.7					
Yearly Growth Rate (95-00): 6.0% assigned											
Projected Revenue Estimates:							15.1	15.8	16.8	18.1	19.3
Revenue per Capita:	24.43	25.99	31.16	34.81	38.06	40.61					
Yearly Growth Rate (95-00): 5.2% assigned											
Projected Revenue per Capita:							41.48	43.17	45.65	49.05	52.02
Resulting Revenue Estimate:							15.8	16.5	17.6	19.0	20.2
Revenue as % of Retail Sales:	0.0026	0.0027	0.0031	0.0033	0.0034	0.0035					
Mean % (95-00) 0.0031											
Resulting Revenue Estimate:							13.3	14.0	14.6	15.2	16.1
MEAN REVENUE ESTIMATE:							14.7	15.4	16.3	17.4	18.5

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.352	0.354	0.353	0.362	0.360	0.362	0.364	0.366	0.368	0.369	0.371
Retail Sales (billions):	3.30	3.40	3.60	3.80	4.00	4.20	4.30	4.50	4.70	4.90	5.20

Market Profile

Below-the-Line Listening Shares:	23.5
Unlisted Station Listening:	17.2
Total Lost Listening:	40.7
Available Share Points:	59.3
Number of Viable Stations:	8.0
Average Share Points per Viable Station:	7.4
Rev. per Available Share Point:	\$247,892
Estimated Rev. for Mean Station:	\$1,834,401
Average HH Income:	\$47,576
Average Age:	36.4
Average Education:	12.1
Average Home Value:	\$61,400
Population Change (1999-2004):	2.5
Retail Sales Change (1999-2004):	22.5
Cable Penetration:	66.3
Number of Class B or C FMs:	2

Confidence Levels

2000 Revenue Estimates: Slightly Below Normal
 2001-to-2005 Revenue Estimates: Slightly Below Normal

Comments: Market reports revenue to Hungerford. There are some questions as to the legitimacy of some of the data reported to Hungerford and I did make certain adjustments.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$14,700,000	18.0	0.0035
Television	\$32,200,000	39.4	0.0077
Newspaper	\$28,800,000	35.3	0.0069
Outdoor	\$3,400,000	4.2	0.0008
Cable TV	\$2,600,000	3.2	0.0006
Media Totals:	\$81,700,000		0.0195

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Radio Works: WGFB FM, WNTA AM, WXRX FM, WYHY FM	\$7,040,000	47.9
2 Cumulus Media: WKMQ FM, WLUV FM, WROK AM, WXXQ FM, WZOK FM	\$6,800,000	46.3
3 First Assembly of God Church: WQFL FM	\$370,000	2.5

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WZOK FM	CHR	\$3,200,000	21.8
2 WXRX FM	AOR	\$2,600,000	17.7
3 WXXQ FM	C	\$2,300,000	15.6
4 WYHY FM	CL HITS	\$2,100,000	14.3
5 WGFB FM	AC	\$1,850,000	12.6
6 WROK AM	FS	\$1,300,000	8.8
7 WNTA AM	ST/T	\$490,000	3.3
8 WQFL FM	REL-CC	\$370,000	2.5

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	92.1	\$13,379,000	(+13)
National:	7.9	\$1,155,000	(-15)

Note: Trade equals 5.5% of local. In 1999, it was 6.7% of local and in 1998, it was 5.8%

Rockford

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Metal Fasteners Farm Machinery Machine Tools Agribusiness Textile Machinery		Newell Rubbermaid		SupplyCore.com

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	90.6	<\$20: 20.9	12-to-24 20.1
Black:	7.8	\$20-\$49.9: 37.3	25-to-54 53.7
Amer. Indian:	0.2	\$50-\$99.9: 33.5	55-plus 26.2
Asian/Pac. Isl.:	1.4	\$100+: 8.4	Non High School Grad: 23.0
Hispanic: *	5.0		High School Grad: 36.2
			College 1-3 years: 25.0
			College 4+ years: 15.8

Viable Stations

WGFB-FM	WKMQ-FM	WNTA-AM	WQFL-FM
WROK-AM	WXRQ-FM	WXXQ-FM	WYHY-FM
WZOK-FM			

Colleges and Universities

	(# of Students)
Northern Illinois U.	22,460
Rock Valley Coll.	8,433
Highland CC	2,503
Rockford Coll.	1,236
Rockford Business Coll.	371
Total Students (FT & PT)	35,003

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WREX	Rockford	13	NBC	Quincy Nwspprs	
WTVO	Rockford	17	ABC	Young	
WIFR-TV	Rockford	23	CBS	Benedek	
WQRF-TV	Rockford	39	FOX	Quorum	

Major Daily Newspapers

	AM	PM	Sun	Owner
Rockford Register Star	71,697		83,351	Gannett Co. Inc.

Best Golf Courses

Eagle Ridge, Devil's Head, Forest Hills CC, Rockford CC

Weather Data

NO WEATHER DATA AVAILABLE.

Employment Breakdowns

By Industry		By Occupation		Unemployment	
1 Manufac., Durables	48,203 26.71%	Admin. Support/Clerical	27,516 15.25%	Jul 90:	8.4%
2 Retail Trade	28,044 15.54%	Precis. Produc./Craft/Repair	24,466 13.56%	Jul 91:	6.9%
3 Health Svcs.	14,356 7.96%	Professional	21,941 12.16%	Jul 92:	9.5%
4 Manufac., Non-Durables	12,495 6.92%	Machine Oprs., Fab., Assemb. & Inspec.	21,289 11.80%	Jul 93:	9.4%
5 Educational Svcs.	11,481 6.36%	Sales	20,071 11.12%	Jul 94:	5.6%
6 Fin., Ins. & Real Estate	9,091 5.04%	Exec., Admin. & Managerial	19,629 10.88%	All of 1995	4.2%
7 Other Prof. Svcs.	9,073 5.03%	Svc., Exclud. Protective & HH	18,527 10.27%	All of 1996	4.8%
8 Construction	8,653 4.80%	Transportation & Moving	7,188 3.98%	All of 1997	4.7%
9 Wholesale Trade	6,977 3.87%	Handlers, Cleaners, Help., Laborers	7,187 3.98%	All of 1998	4.5%
10 Business & Repair Svcs.	6,830 3.78%	Technicians & Support	6,017 3.33%	All of 1999	4.5%
Total Metro Employees	180,452				
Top 10 Total Employees	155,203 86.01%				

Major Radio Station Sales

Major Radio Station Sales Since 1994

Year	Calls	From	To	Price	(E)
1994	WNTA, WKMQ-F	Midwest Family	Airplay	\$1,650,000	
1995	WFRL, WXXQ-F		Connoisseur	\$2,300,000	
1995	WROK, WZOK-F		Connoisseur	\$5,000,000	
1996	WFPS-F (Freeport)		Evening Star	\$1,283,000	
1996	WFRL (Freeport)	Connoisseur	Evening Star	\$245,000	
6/25/99	WLUV AM, WLUV FM	Loves Park Radio	Connoisseur		
7/27/99	WRWC FM	Salter Broadcasting	RadioWorks		with WKKD-AF (Aurora, IL): \$8,000,000
11/29/99	WLUV AM, WLUV FM, WROK AM, WXXQ FM, WZOK FM	Connoisseur	Cumulus		Group sale: \$242,000,000
8/8/00	WTJK AM	Salter Communications	Good Karma Broadcasting, LCC		\$235,000

2000 ARB Rank: 29	2000 Revenue: \$104,300,000	Manager's Market Ranking (current): 4.0
2000 MSA Rank: 35	Rev per Share Point: \$1,276,622	Manager's Market Ranking (future) : 4.5
2000 DMA Rank: 19 (w/Stockton, Modesto)	Population per Station: 51,214	
2000 Rev Rank: 27 of 173	2000 Revenue Change: 12.4%	Five-year revenue gain % (95-00): 54.7

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	67.4	71.4	75.0	81.8	92.8	104.3					
Yearly Growth Rate (95-00): 6.5% assigned											
Projected Revenue Estimates:							109.5	116.0	123.7	133.6	142.3
Revenue per Capita:	40.60	42.50	44.12	47.84	53.33	58.93					
Yearly Growth Rate (95-00): 5.2% assigned											
Projected Revenue per Capita:							60.83	63.39	66.51	70.69	74.12
Resulting Revenue Estimate:							114.6	121.5	129.5	139.9	149.0
Revenue as % of Retail Sales:	0.0045	0.0046	0.0047	0.0049	0.0052	0.0055					
Mean % (95-00) 0.0049											
Resulting Revenue Estimate:							101.3	110.1	118.8	127.5	136.2
MEAN REVENUE ESTIMATE:							108.5	115.8	124.0	133.7	142.5

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	1.660	1.680	1.700	1.710	1.740	1.770	1.800	1.830	1.860	1.890	1.920
Retail Sales (billions):	15.00	15.40	15.80	16.70	18.00	18.90	20.68	22.46	24.24	26.02	27.80

Market Profile

Below-the-Line Listening Shares:	2.8
Unlisted Station Listening:	15.5
Total Lost Listening:	18.3
Available Share Points:	81.7
Number of Viable Stations:	20.0
Average Share Points per Viable Station:	4.1
Rev. per Available Share Point:	\$1,276,622
Estimated Rev. for Mean Station:	\$5,234,150
Average HH Income:	\$46,650
Average Age:	36.8
Average Education:	13.0
Average Home Value:	\$138,000
Population Change (1999-2004):	8.6
Retail Sales Change (1999-2004):	44.6
Cable Penetration:	64.2
Number of Class B or C FMs:	12

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. KWOD-F, KBMB-F do not cooperate. Many other low-rated stations do not cooperate as well. Managers expect 6% to 7% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$104,300,000	19.3	0.0055
Television	\$219,000,000	40.6	0.0116
Newspaper	\$187,000,000	34.7	0.0099
Outdoor	\$18,000,000	3.3	0.0010
Cable TV	\$10,800,000	2.0	0.0006
Media Totals:	\$539,100,000		0.0285

Note: Use Newspaper and Outdoor estimates with caution. Split DMA with Stockton and Modesto. TV revenue is estimate of Sacramento's share. Total TV revenue for DMA is estimated at \$283,000,000.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 CBS/Infinity: KHTK AM, KNCI FM, KRAK AM, KSFM FM, KXOA FM, KYMX FM, KZZO FM	\$36,392,000	34.9
2 Entercom: KCTC AM, KDND FM, KRXQ FM, KSEG FM, KSSJ FM	\$30,477,000	29.2
3 Clear Channel: KFBK AM, KGBY FM, KHYL FM, KSTE AM	\$27,184,000	26.1
4 Royce International Bcstg Corp.: KIOQ AM, KWOD FM	\$3,900,000	3.7
5 Entravision: KCCL FM, KRCX FM, KRRE FM, KSQR AM, KZSA FM	\$3,240,000	3.1
6 Diamond Radio, Inc.: KBMB FM	\$3,100,000	3.0

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KFBK AM	N/T	\$14,420,000	13.8
2 KNCI FM	C	\$10,030,000	9.6
3 KSEG FM	CL AOR	\$9,920,000	9.5
4 KRXQ FM	AOR	\$7,560,000	7.2
5 KZZO FM	AC/NR	\$6,500,000	6.2
6 KYMX FM	SAC	\$6,400,000	6.1
7 KSSJ FM	J	\$6,280,000	6.0
8 KGBY FM	AC	\$5,720,000	5.5
9 KSFM FM	CHR	\$5,616,000	5.4
10 KDND FM	CHR	\$5,580,000	5.3
11 KHTK AM	SPRTS	\$4,607,000	4.4
12 KHYL FM	B/O	\$4,424,000	4.2
13 KWOD FM	AOR-NR	\$3,900,000	3.7
14 KBMB FM	CHR/U	\$3,100,000	3.0
15 KXOA FM	CL HITS	\$2,622,000	2.5
16 KSTE AM	T	\$2,620,000	2.5
17 KRCX FM	SP	\$2,600,000	2.5
18 KCTC AM	ST	\$1,137,000	1.1
19 KRRE FM	B/O	\$640,000	0.6
20 KRAK AM	C/O	\$617,000	0.6

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	70.0	\$67,746,000	(+15.9)
National:	30.0	\$28,903,000	(+1.5)

Note: Non-traditional revenue was \$4.1 million in 2000. In 1999, it was \$1.8 million. Also note: local includes political.

Sacramento

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Aerospace Government Agribusiness Military		Health Net Litton Industries	MTS Pacific Coast Building Products Raley's	Ea Consulting eCybersuite Examen Glyphix Studio Meridian Project Systems R Systems

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	80.6	<\$20: 19.2 \$20-\$49.9: 35.4 \$50-\$99.9: 33.2 \$100+: 12.2	12-to-24: 20.3 25-to-54: 56.0 55-plus: 23.7
Black:	7.6		Non High School Grad: 16.3 High School Grad: 24.4 College 1-3 years: 35.9 College 4+ years: 23.3
Amer. Indian:	1.3		
Asian/Pac.Isl.:	10.6		
Hispanic: *	14.6		

Viable Stations

KBMB-FM	KCCL-FM	KCTC-AM	KDND-FM
KFBK-AM	KGBY-FM	KHTK-AM	KHYL-FM
KNCI-FM	KRAK-AM	KRCX-FM	KRRE-FM
KRXQ-FM	KSEG-FM	KSFM-FM	KSSJ-FM
KSTE-AM	KWOD-FM	KXOA-FM	KYMX-FM
KZZO-FM			

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KCRA-TV	Sacramento	3	NBC	Hearst-Argyle	
KVIE	Sacramento	6	PBS	KVIE	
KXTV	Sacramento	10	ABC	Gannett	
KOVR	Stockton	13	CBS	Sinclair	
KUVS	Modesto	19	UNI	Univision	
KSPX	Sacramento	29	PAX	Paxson	
KMAX	Sacramento	31	UPN	Paramount	
KCSO-LP	Modesto	34	TEL	Sainte	
KTXL-TV	Sacramento	40	FOX	Tribune	
KQCA-TV	Stockton	58	WB	Hearst-Argyle	
KFTL	Stockton	64	IND	Family Stations	

Major Daily Newspapers

	AM	PM	Sun	Owner
The Sacramento Bee	291,007		349,870	McClatchy Co.

Colleges and Universities

	(# of Students)
U. of California: Davis	24,720
California State U.: Sacramento	23,676
Sacramento City Coll.	18,600
American River Coll.	16,000
Sierra Coll.	10,060
Yuba Coll.	5,082
Cosumnes River Coll. (and more)	1,877
Total Students (FT & PT)	101,615

Best Golf Courses

Rancho Murietta, Silverado (Napa), Del Paso

Weather Data

Elevation:		17	
Annual Precipitation:		17.3 in.	
Annual Snowfall:		0	
Average Windspeed:		8.3 (SW)	
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	53.0	92.9	73.2
Avg. Min. Temp:	37.1	57.5	47.4
Average Temp:	45.1	75.2	60.3

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade	Admin. Support/Clerical	Jul 90: 4.3%
2 Public Administration	Exec., Admin. & Managerial	Jul 91: 7.1%
3 Construction	Professional	Jul 92: 7.4%
4 Fin., Ins. & Real Estate	Sales	Jul 93: 8.7%
5 Health Svcs.	Precis. Produc./Craft/Repair	Jul 94: 7.9%
6 Other Prof. Svcs.	Svc., Exclud. Protective & HH	All of 1995: 6.7%
7 Educational Svcs.	Technicians & Support	All of 1996: 6.0%
8 Manufac., Durables	Handlers, Cleaners, Help., Laborers	All of 1997: 5.4%
9 Business & Repair Svcs.	Transportation & Moving	All of 1998: 4.8%
10 Wholesale Trade	Machine Oprs., Fab., Assemb. & Inspec.	All of 1999: 4.0%
Total Metro Employees		
Top 10 Total Employees		

Major Radio Station Sales

Major Radio Station Sales Since 1994

Year	Calls	From	To	Price	(E)
1994	KAHI (Auburn)			\$250,000	
1994	KHYL-F	Amer. Media	Chancellor	\$13,600,000	
1994	KSAC			\$1,400,000	
1994	KMYC, KRFD-F (Mayville)		Embarcadero	\$1,500,000	
1994	KRCX	Fuller-Jeffrey	Embarcadero	\$3,000,000	
1995	KFIA (Carmichael)		Salem	\$150,000	
1995	KCTC, KYMX-F	Tribune Co	Henry	KVOD-F in Dallas + \$3.5 million	
1996	KRXQ-F	Citicasters	Jacor	\$18,600,000	
1996	KSEG-F	Citicasters	Jacor	\$29,500,000	
1996	KSQR (1240)		Silverado	\$1,800,000	
1996	KCTC, KYMX-F	Henry	Amer. Radio Sys.	\$24,000,000	
1996	KSTE	Fuller-Jeffrey	Amer. Radio Sys.	\$7,250,000	
1996	KMJI, KSFM-F	Secret	Amer. Radio Sys.	\$29,000,000	
1996	KSSJ-F (Shingle Spg.)		Amer. Radio Sys.	\$14,000,000	
1996	KSTE	Amer. Radio Sys.	Chancellor	\$9,500,000	
1996	KXOA A/F, KQPT-F	Brown	Amer. Radio Sys.	\$50,000,000	
1996	KHTK	EZ	Amer. Radio Sys.	\$4,000,000	
1996	KNCI-F	EZ	Amer. Radio Sys.	\$28,000,000	
1996	KRAK-F	EZ	Amer. Radio Sys.	\$30,000,000	
1996	KXOA-F	Amer. Radio Sys.	Entercom	\$27,500,000	
1996	KRXQ-F, KSEG-F	Jacor	Entercom	\$45,000,000	
1996	KMJI	Amer. Radio Sys.	Salem	\$1,500,000	
1997	KSSJ-F/KBAY-F	Traded by ARS	EXCL	KBRG-F, KINK-F	
1997	94.7 CP	Susquehanna	Entercom	\$15,900,000	
1997	KCTC	Amer. Radio Sys.	Entercom	Trade	
1997	KOWL/KRLT-F (Lake Tahoe)	Park Lane	Regent		
1997	KSQR (1240)	Silverado	Z-Spanish		
1997	KNCI-F	Amer. Radio Sys.	CBS	\$45,000,000	
1997	KHTK, KQPT	Amer. Radio Sys.	CBS	\$6,000,000	
1997	KRAK-F	Amer. Radio Sys.	CBS	\$20,000,000	
1997	KSFM-F	Amer. Radio Sys.	CBS	\$53,000,000	
1997	KYMX-F	Amer. Radio Sys.	CBS	\$27,000,000	
1997	KZZO-F	Amer. Radio Sys.	CBS	\$33,000,000	
1998	KQBR-F		Z-Spanish	\$5,600,000	
1998	KRAK-F (98.5)	ARS/CBS	Entercom	\$4,400,000 + KRXQ	
1998	KRXQ-F (93.7)	Entercom	ARS/CBS	\$4,400,000 + KRAK	
1998	Z-Spanish Network (Majority interest)	Douglas		\$101,000,000	
1998	Z-Spanish Network (20% interest)	Sold to Hicks, Muse		\$25,000,000	
1998	KRCX	EXCL	Freedom Network	\$1,700,000	
3/18/99	KAHI AM Includes AM CP (1620; 10 kw, 1 kw)	Nevada Country Broadcasters	Immaculate Heart Radio	\$475,000	
1/31/00	KRCX FM, KRRE FM	EXCL	Entravision	Group transaction: \$250,000,000	
3/16/00	KLIB AM, KSXX AM	Freedom Network	Multicultural	Group transaction: \$12,000,000	
4/21/00	KHZZ FM, KSQR AM, KZSA FM	Z-Spanish	Entravision		
10/18/00	KRAK AM	CBS/Infinity	ABC Inc.	\$3,310,000	

Saginaw-Bay City-Midland

2000 ARB Rank:	125	2000 Revenue:	\$18,200,000	Manager's Market Ranking (current):	3.0	
2000 MSA Rank:	127	Rev per Share Point:	\$223,587	Manager's Market Ranking (future) :	3.0	
2000 DMA Rank:	64 (w/Flint)	Population per Station:	19,406	17	Five-year revenue gain % (95-00):	30.0
2000 Rev Rank:	107 of 173	2000 Revenue Change:	7.7%			

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	14.0	15.2	16.0	17.3	16.9	18.2					
Yearly Growth Rate (95-00): 5.5% assigned											
Projected Revenue Estimates:							19.0	19.8	20.9	22.1	23.5
Revenue per Capita:	34.83	37.62	39.70	43.04	42.25	45.61					
Yearly Growth Rate (95-00): 6.2% assigned											
Projected Revenue per Capita:							47.74	49.87	52.78	55.95	59.65
Resulting Revenue Estimate:							19.9	20.7	21.9	23.1	24.6
Revenue as % of Retail Sales:	0.0031	0.0032	0.0033	0.0035	0.0033	0.0033					
Mean % (95-00) 0.0033											
Resulting Revenue Estimate:							18.8	19.5	20.1	20.8	21.5
MEAN REVENUE ESTIMATE:							19.2	20.0	21.0	22.0	23.2

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.402	0.404	0.403	0.402	0.400	0.399	0.398	0.397	0.396	0.395	0.394
Retail Sales (billions):	4.50	4.70	4.80	5.00	5.20	5.50	5.70	5.90	6.10	6.30	6.50

Market Profile

Below-the-Line Listening Shares:	6.9
Unlisted Station Listening:	11.7
Total Lost Listening:	18.6
Available Share Points:	81.4
Number of Viable Stations:	11.5
Average Share Points per Viable Station:	7.1
Rev. per Available Share Point:	\$223,587
Estimated Rev. for Mean Station:	\$1,587,468
Average HH Income:	\$44,186
Average Age:	36.0
Average Education:	12.3
Average Home Value:	\$49,100
Population Change (1999-2004):	-1.3
Retail Sales Change (1999-2004):	21.2
Cable Penetration:	N/A
Number of Class B or C FMs:	5

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market no longer reports revenue to Hungerford. Managers expect 3% to 5% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$18,200,000	23.0	0.0033
Television	\$24,400,000	30.8	0.0044
Newspaper	\$32,200,000	40.6	0.0059
Outdoor	\$4,500,000	5.7	0.0008
Cable TV			
Media Totals:	\$79,300,000		0.0144

Note: Use Newspaper and Outdoor estimates with caution. Split TV DMA with Flint. TV revenue is estimate of Saginaw/Bay City share. Total TV revenue for DMA is estimated at \$61,000,000

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Citadel: WHNN FM, WILZ FM, WIOG FM, WKQZ FM, WYLZ FM	\$8,270,000	45.4
2 W & W Broadcasting: WCEN FM, WGER FM, WSGW AM, WTCF FM	\$4,250,000	23.4
3 MacDonald Broadcasting Co.: WEEG FM, WKQC FM, WSAM AM	\$4,120,000	22.6
4 Cumulus Media: WTLZ FM	\$900,000	4.9
5 Frankenmuth Broadcasting, Inc.: WKNX AM	\$370,000	2.0
6 990 Investors: WMAX AM	\$220,000	1.2

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WKQC FM	C	\$3,300,000	18.1
2 WHNN FM	O	\$2,900,000	15.9
3 WIOG FM	CHR	\$2,500,000	13.7
4 WKQZ FM	AOR	\$2,400,000	13.2
5 WSGW AM	FS/T	\$2,000,000	11.0
6 WTCF FM	CHR/U	\$1,150,000	6.3
7 WGER FM	SAC	\$1,100,000	6.0
8 WTLZ FM	B/AC	\$900,000	4.9
9 WILZ FF	AOR	\$470,000	2.6
10 WEEG FM	CL AOR	\$430,000	2.4
11 WSAM AM	ST	\$390,000	2.1
12 WKNX AM	ST	\$370,000	2.0
13 WMAX AM	SPRTS	\$220,000	1.2

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Automotive Chemicals Foundries	Dow Chemical	78 Dow Chemical		

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	87.9	<\$20: 25.8	12-to-24 21.5
Black:	10.5	\$20-\$49.9: 33.7	25-to-54 52.8
Amer. Indian:	0.6	\$50-\$99.9: 30.7	55-plus 25.7
Asian/Pac. Isl.:	1.0	\$100+: 9.7	Non High School Grad: 23.2
Hispanic: *	5.7		High School Grad: 34.6
			College 1-3 years: 26.6
			College 4+ years: 15.7

Viable Stations

WCEN-FM	WEEG-FM	WGER-FM	WHNN-FM
WILZ-FM	WIOG-FM	WKQZ-FM	WKNX-AM
WKQZ-FM	WMAX-AM	WSAM-AM	WSGW-AM
WTCF-FM	WTLZ-FM		

Colleges and Universities

	(# of Students)
Central Michigan U.	25,319
Northwood U.	2,640
Great Lakes Coll.	1,431
Total Students (FT & PT)	29,390

Competitive Media

Major Over the Air Television
See Flint

Major Daily Newspapers	AM	PM	Sun	Owner
The Saginaw News		50,041	59,887	Advance Pub.(Booth)
The Bay City Times		37,480	48,638	Advance Pub.(Booth)
Midland Daily News		16,674	18,130	Hearst Newspapers

Best Golf Courses

Bay Valley

Weather Data

NO WEATHER DATA AVAILABLE.

Employment Breakdowns

By Industry		By Occupation		Unemployment	
1 Retail Trade	34,646 19.95%	Admin. Support/Clerical	25,971 14.95%	Jul 90:	6.9%
2 Manufac., Durables	28,576 16.45%	Professional	24,181 13.92%	Jul 91:	8.2%
3 Manufac., Non-Durables	18,066 10.40%	Precis. Produc./Craft/Repair	22,417 12.91%	Jul 92:	8.7%
4 Health Svcs.	16,635 9.58%	Svc., Exclud Protective & HH	21,785 12.54%	Jul 93:	7.4%
5 Educational Svcs.	14,147 8.15%	Sales	21,135 12.17%	Jul 94:	6.2%
6 Construction	9,158 5.27%	Exec., Admin. & Managerial	16,895 9.73%	All of 1995	5.9%
7 Other Prof. Svcs.	8,917 5.13%	Machine Oprs., Fab., Assemb. & Inspec.	15,585 8.97%	All of 1996	4.9%
8 Fin., Ins. & Real Estate	7,612 4.38%	Handlers, Cleaners, Help., Laborers	6,969 4.01%	All of 1997	4.4%
9 Business & Repair Svcs.	6,679 3.85%	Transportation & Moving	6,902 3.97%	All of 1998	4.4%
10 Wholesale Trade	5,848 3.37%	Technicians & Support	6,602 3.80%	All of 1999	4.2%
Total Metro Employees	173,663				
Top 10 Total Employees	150,284 86.54%				

Major Radio Station Sales

Major Radio Station Sales Since 1993

Year	Calls	From	To	Price	(E)
1994	WUVE-F			\$335,000	
1994	WBTZ-F (Pinconning)		WKQZ owner	\$200,000	
1994	WXOX (Bay City)		Bell	\$20,000	
1995	WGER-F		Fritz	\$4,200,000	
1997	WSGW	Fritz	62nd Street	\$5,200,000	
1997	WIOG-F	Fritz	62nd Street	\$9,500,000	
1997	WGER-F	Fritz	62nd Street	\$4,700,000	
1997	WKNX	Sold by Bell		\$210,000	
1998	WJZZ	Bell	Radio One		
1998	WIXC-F	Midwest Family	MacDonald		
1998	WTCF-F		Liggett	\$3,590,000	
1998	WKQZ-F/WIOG-F/WSGW/ WGER-F/WMJA-F/WMJK-F	62nd Street	Citadel	\$35,000,000	
1998	WTLZ-F	Steve Taylor	Connoisseur	\$1,800,000	
11/29/99	WTLZ FM	Connoisseur	Cumulus		
12/6/99	WHNN FM, WTCF FM	Liggett	Citadel		Group sale: \$242,000,000
4/14/00	WSTD FM	Agri-Valley Broadcasting	Central Michigan Univ.		
5/1/00	WGER FM, WSGW AM, WTCF FM		Citadel		W & W Broadcasting
7/5/00	WCEN FM, WCEN FM	Sommerville Broadcasting	W & W Broadcasting		
1/2/01	WMAX AM	Saginaw Bay Broadcasting Corp.	990 Investors	\$485,000	
2/9/01	WJZZ AM	Radio One	Fort Bend Broadcasting	\$225,000	

Radio One retains the calls, sells facility and frequency.

St. Louis

2000 ARB Rank:	19	2000 Revenue:	\$140,000,000	Manager's Market Ranking (current):	3.3
2000 MSA Rank:	17	Rev per Share Point:	\$1,557,286	Manager's Market Ranking (future):	3.4
2000 DMA Rank:	22	Population per Station:	75,596		
2000 Rev Rank:	18 of 173	2000 Revenue Change:	8.9%	Five-year revenue gain % (95-00):	55.6

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	90.0	94.8	107.9	117.2	128.5	140.0					
Yearly Growth Rate (95-00): 5.9% assigned											
Projected Revenue Estimates:							145.6	154.3	165.1	176.7	190.0
Revenue per Capita:	35.29	37.18	41.98	45.60	49.81	54.14					
Yearly Growth Rate (95-00): 5.0% assigned											
Projected Revenue per Capita:							56.17	59.39	63.40	67.70	72.63
Resulting Revenue Estimate:							152.4	161.6	172.9	185.0	198.9
Revenue as % of Retail Sales:	0.0034	0.0034	0.0038	0.0040	0.0041	0.0043					
Mean % (95-00) 0.0038											
Resulting Revenue Estimate:							131.1	137.6	144.0	150.5	156.9
MEAN REVENUE ESTIMATE:							143.0	151.1	160.7	170.7	182.0

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	2.550	2.550	2.570	2.570	2.580	2.586	2.592	2.598	2.604	2.610	2.616
Retail Sales (billions):	26.20	27.50	28.20	29.60	31.20	32.80	34.50	36.20	37.90	39.60	41.30

Market Profile

Below-the-Line Listening Shares:	0.0
Unlisted Station Listening:	10.1
Total Lost Listening:	10.1
Available Share Points:	89.9
Number of Viable Stations:	20.5
Average Share Points per Viable Station:	4.4
Rev. per Available Share Point:	\$1,557,286
Estimated Rev. for Mean Station:	\$6,852,058
Average HH Income:	\$50,611
Average Age:	35.6
Average Education:	11.7
Average Home Value:	\$69,800
Population Change (1999-2004):	1.2
Retail Sales Change (1999-2004):	26.9
Cable Penetration:	56.5
Number of Class B or C FMs:	16

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. KTRS, KFUE are not participating along with a few lower-rated stations.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$140,000,000	21.6	0.0043
Television	\$253,000,000	38.9	0.0077
Newspaper	\$214,000,000	32.9	0.0065
Outdoor	\$28,600,000	4.4	0.0009
Cable TV	\$14,000,000	2.2	0.0004
Media Totals:	\$649,600,000		0.0198

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 CBS/Infinity: KEZK FM, KMOX AM, KYKY FM	\$55,200,000	39.4
2 Clear Channel: KATZ FM, KATZ AM, KLOU FM, KMJM FM, KSD FM, KSLZ FM	\$29,131,000	20.8
3 Bonneville: WIL FM, WRTH AM, WSSM FM, WVRV FM	\$24,500,000	17.5
4 Emmis: KFTK FM, KIHT FM, KPNT FM, KSHE FM, WMLL FM	\$22,850,000	16.3
5 Charter Communications of St. Louis: KTRS AM	\$3,900,000	2.8
6 Missouri Sports Radio, LLC: KFNS AM, KFNS FM	\$2,000,000	1.4
7 Lutheran Church-MO Synod Inc.: KFUE FM	\$1,900,000	1.4

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KMOX AM	FS/T	\$30,000,000	21.4
2 KEZK FM	SAC	\$13,400,000	9.6
3 WIL FM	C	\$12,400,000	8.9
4 KYKY FM	AC/CHR	\$11,800,000	8.4
5 KMJM FM	B/AC	\$8,510,000	6.1
6 KLOU FM	O	\$7,666,000	5.5
7 KSHE FM	AOR	\$7,500,000	5.4
8 WSSM FM	C	\$7,400,000	5.3
9 KSLZ FM	CHR	\$5,370,000	3.8
10 KIHT FM	CL HITS	\$4,900,000	3.5
11 KPNT FM	AOR-NR	\$4,700,000	3.4
12 WVRV FM	AC/NR	\$4,100,000	2.9
13 KATZ FM	B	\$4,000,000	2.9
14 KTRS AM	T	\$3,900,000	2.8
15 KFTK FM	CL AOR	\$3,000,000	2.1
16 KSD FM	AC/CHR	\$2,800,000	2.0
17 WMLL FM	80s	\$2,750,000	2.0
18 KFNS AF	SPRTS	\$2,000,000	1.4
19 KFUE FM	CL	\$1,900,000	1.4
20 KATZ AM	B/G	\$785,000	0.6
21 WRTH AM	ST	\$600,000	0.4

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	81.6	\$105,894,000	
National:	18.4	\$23,811,000	
Note: Trade equals 3.9% of local. It was 4.5% in 1999 and 4.7% in 1998. Local includes political.			

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Transport Equipment	Emerson Electric 126	AG Edwards	ACF Industries	G.A. Sullivan
Automotive	May Department Stores 134	Ameren	Alberici	Icon Mechanical Construction and Engineering
Aerospace	Anheuser-Busch 159	Anheuser-Busch	Edward Jones	Rose International
Beer	Premcor 249	Charter Communications	Enterprise Rent-A-Car	Maryville Technologies
Chemicals	Express Scripts 276	Emerson Electric	Graybar Electric	Security Leasing Partners
Soaps/Detergents	Graybar Electric 336	May Department Stores	HBE	Team Fenex
	Leggett & Platt 392	Ralston Purina	International Wire Group	
	Ameren 434		McCarthy	
	Trans World Airlines 463		Peabody Group	
	Charter Communications 492		Premcor	
			Schnuck Markets	
			Spectrum Healthcare Services	
			Gilster-Mary Lee	
			Heico Companies	
			Maritz	
			UniGroup	

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	80.7	<\$20: 19.9	12-to-24 20.0
Black:	17.7	\$20-\$49.9: 34.6	25-to-54 53.6
Amer. Indian:	0.2	\$50-\$99.9: 33.6	55-plus 26.4
Asian/Pac. Isl.:	1.4	\$100+: 11.9	Non High School Grad: 23.2
Hispanic: *	1.5		High School Grad: 30.3
			College 1-3 years: 25.7
			College 4+ years: 20.8

Viable Stations

KATZ-AM	KATZ-FM	KEZK-FM	KFNS-AM
KFTK-FM	KFUO-FM	KIHT-FM	KLOU-FM
KMJM-FM	KMOX-FM	KPNT-FM	KSD-FM
KSHE-FM	KSLZ-FM	KTRS-AM	KYKY-FM
WFUN-FM	WIL-FM	WMLL-FM	WRTH-AM
WSSM-FM	WVRV-FM		

Competitive Media

Major Over the Air Television Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KTVI	St. Louis	2	FOX	Fox	
KMOV-TV	St. Louis	4	CBS	Belo	
KSDK	St. Louis	5	NBC	Gannett	
KETC	St. Louis	9	PBS	St. Louis Reg.	
KPLR-TV	St. Louis	11	WB	ACME	
KDNL-TV	St. Louis	30	ABC	Sinclair	
WHSI-TV	E. St. Louis	46	IND	Roberts	

Colleges and Universities

	(# of Students)
St. Louis CC at Meramec	13,587
Belleville Area Coll.	12,809
Washington U.	11,430
Southern Illinois U. at Edwardsville	11,357
St. Louis U.	10,538
U. of Missouri: St. Louis	9,181
Lewis and Clark CC	5,992
(and more)	
Total Students (FT & PT)	98,590

Major Daily Newspapers

	AM	PM	Sun	Owner
St. Louis Post-Dispatch	303,314		500,397	Pulitzer Publishing Co.

Best Golf Courses

Old Warson CC, Belleverve, Westwood C, St. Louis CC

Weather Data

Elevation:	535		
Annual Precipitation:	36.7 in.		
Annual Snowfall:	17.8 in.		
Average Windspeed:	9.5 (SW)		
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	39.9	88.4	65.6
Avg. Min. Temp:	22.6	68.8	46.2
Average Temp:	31.3	78.6	55.9

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade 212,808 17.18%	Admin. Support/Clerical 217,230 17.54%	Jul 90: 6.1%
2 Manufac., Durables 156,799 12.66%	Professional 181,295 14.64%	Jul 91: 6.7%
3 Health Svcs. 113,274 9.14%	Exec., Admin. & Managerial 159,342 12.86%	Jul 92: 6.6%
4 Educational Svcs. 94,418 7.62%	Sales 152,648 12.32%	Jul 93: 6.3%
5 Fin., Ins. & Real Estate 90,091 7.27%	Svc., Exclud. Protective & HH 137,063 11.06%	Jul 94: 4.6%
6 Manufac., Non-Durables 84,083 6.79%	Precis. Produc./Craft/Repair 134,980 10.90%	All of 1995 4.7%
7 Other Prof. Svcs. 78,268 6.32%	Machine Oprs., Fab., Assemb. & Inspec. 74,934 6.05%	All of 1996 4.5%
8 Construction 69,558 5.62%	Technicians & Support 49,410 3.99%	All of 1997 4.2%
9 Transportation 64,576 5.21%	Handlers, Cleaners, Help., Laborers 47,598 3.84%	All of 1998 4.3%
10 Wholesale Trade 60,847 4.91%	Transportation & Moving 47,297 3.82%	All of 1999 3.7%
Total Metro Employees 1,238,758		
Top 10 Total Employees 1,024,722 82.72%		

St. Louis

Major Radio Station Sales

Major Radio Station Sales Since 1994

Year	Calls	From	To	Price	(E)
1994	KSTL		Crawford	\$525,000	
1995	WESL	Sold by Willis		\$800,000	
1995	KMOX, KLOU-F	CBS	Westinghouse	\$61,000,000	
1995	KFNS, KEZK-F	Compass	Par	\$26,000,000	
1996	KMJM-F	Noble	Jacor	\$29,800,000	
1996	KATZ-AF	Noble	Jacor	\$7,700,000	
1996	WIBV			\$1,450,000	
1996	WEW		Gary Acker	\$435,000	
1996	KFNS, KEZK-F	Par	EZ	\$48,000,000	
1996	KPNT-F, WVRV-F	River City	Sinclair TV		
1996	KEZK-F	EZ	Amer. Radio Sys.	\$57,000,000	
1996	KFNS	EZ	Amer. Radio Sys.	\$2,000,000	
1996	KSD	EZ	Amer. Radio Sys.	\$9,000,000	
1996	KSD-F	EZ	Amer. Radio Sys.	\$20,000,000	
1996	KYKY-F	EZ	Amer. Radio Sys.	\$61,000,000	
1996	WKBQ-AF, WKKX-F	Zimmer	Emmis	\$42,500,000	
1996	KSD	EZ/ARS	WIBV owner	\$10,000,000	
1997	KLOU-F	CBS	Entercom		Trade
1997	KLOU-F	Entercom	Amer. Radio Sys.		Trade
1997	WCBW-F		Jacor	\$13,000,000	
1997	WRTH	Heritage	Sinclair TV	\$2,600,000	
1997	KIHT-F	Heritage	Sinclair TV	\$19,800,000	
1997	WIL -F	Heritage	Sinclair TV	\$42,000,000	
1997	WKBQ-AM	Donated by Emmis			
1997	KEZK-F	Amer. Radio Sys.	CBS	\$58,000,000	
1997	KFNS	Amer. Radio Sys.	CBS	\$4,000,000	
1997	KLOU-F	Amer. Radio Sys.	CBS	\$32,000,000	
1997	KSD -F	Amer. Radio Sys.	CBS	\$22,000,000	
1997	KYKY-F	Amer. Radio Sys.	CBS	\$64,000,000	
1998	WIBV (1260)	KTRS	ABC/Disney	\$2,500,000	
1998	KSLQ-F (Washington, MO)			\$1,100,000	
1998	KLOU-F/KSD-F	CBS	Jacor		Trade
1998	WFUN-F (95.5: Bethalto IL)			\$6,700,000	
1998	KSD-F/KSLZ-F/KMJM-F/KATZ-F/ KLOU-F/KATZ	Jacor	Clear Channel		
1998	WFUN		Radio One	\$13,600,000	
1998	KLPW-AF	Virginia	Marathon	\$6,000,000	
5/11/99	KZMM FM	James Magee	Missouri Sports Radio	\$1,250,000	
6/25/99	KIHT FM, KPNT FM, KXOK FM,				
6/25/99	WIL FM, WRTH AM,	Sinclair Broadcast	Emmis	approx. \$366,500,000	
	WVRV FM			Six radio stations (+ KDNL-TV):	
6/22/00	WIL FM, WKKX FM, WRTH AM, WVRV FM	Emmis	Bonneville		

Salisbury-Ocean City

2000 ARB Rank:	150	2000 Revenue:	\$14,100,000	Manager's Market Ranking (current):	2.8
2000 MSA Rank:	N/A	Rev per Share Point:	\$171,533	Manager's Market Ranking (future):	3.0
2000 DMA Rank:	162 (w/o O.C.)	Population per Station:	9,067	27	
2000 Rev Rank:	133 of 173	2000 Revenue Change:	6.0%	Five-year revenue gain % (95-00):	36.9

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	10.3	11.0	12.0	12.5	13.3	14.1					
Yearly Growth Rate (95-00): 5.8% assigned											
Projected Revenue Estimates:							14.6	15.2	16.5	17.8	18.9
Revenue per Capita:	38.72	41.05	44.28	45.96	48.36	50.90					
Yearly Growth Rate (95-00): 5.6% assigned											
Projected Revenue per Capita:							52.33	54.09	58.30	62.68	66.08
Resulting Revenue Estimate:							15.3	15.9	17.3	18.6	19.8
Revenue as % of Retail Sales:	0.0036	0.0035	0.0038	0.0037	0.0037	0.0037					
Mean % (95-00) 0.0037											
Resulting Revenue Estimate:							14.6	15.1	15.6	16.1	16.7
MEAN REVENUE ESTIMATE:							14.8	15.4	16.5	17.5	18.4

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.266	0.268	0.271	0.272	0.275	0.277	0.279	0.281	0.283	0.284	0.286
Retail Sales (billions):	2.90	3.10	3.20	3.40	3.60	3.80	3.94	4.08	4.22	4.36	4.50

Market Profile

Below-the-Line Listening Shares:	2.7
Unlisted Station Listening:	15.1
Total Lost Listening:	17.8
Available Share Points:	82.2
Number of Viable Stations:	13.5
Average Share Points per Viable Station:	6.1
Rev. per Available Share Point:	\$171,533
Estimated Rev. for Mean Station:	\$1,046,351
Average HH Income:	\$37,386
Average Age:	N/A
Average Education:	N/A
Average Home Value:	\$74,300
Population Change (1999-2004):	3.3
Retail Sales Change (1999-2004):	21.1
Cable Penetration:	74.2
Number of Class B or C FMs:	4
Cable Penetration:	N/A
Number of Class B or C FMs:	N/A

Highest Billing Radio Entities

(includes duopolies and combos)

Combined Revenue Revenue Share

Highest Billing Stations

RELIABLE ESTIMATES ARE NOT AVAILABLE FOR THIS MARKET

Confidence Levels

2000 Revenue Estimates:	Below Normal
2001-to-2005 Revenue Estimates:	Below Normal

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$14,100,000	38.0	0.0037
Television	\$23,000,000	62.0	0.0061
Newspaper			
Outdoor			
Cable TV			
Media Totals:	\$37,100,000		0.0098

Note: Use Newspaper and Outdoor estimates with caution.

Salisbury-Ocean City

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
xxxxx			Perdue Farms	

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	8		

Viable Stations

WAFL-FM	WGBG-FM	WGMD-FM	WICO-FM
WJNE-FM	WJWL-AM	WLVW-FM	WOCQ-FM
WOLC-FM	WOSC-FM	WQHQ-FM	WQJH-FM
WQJZ-FM	WRBG-FM	WSBY-FM	WWFG-FM
WXJN-FM	WZBH-FM		

Competitive Media

Major Over the Air Television Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WBOC-TV	Salisbury	16	CBS	Draper	
WCPB	Salisbury	28	PBS	MD PTV	
WMDT	Salisbury	47	ABC	Delmarva	

Colleges and Universities

	(# of Students)
Salisbury State U.	5,565
U. of Maryland: Eastern Shore	3,206
Delaware Technical and CC: Owens Campus	2,809
Wor-Wic CC	2,052
Total Students (FT & PT)	13,632

Major Daily Newspapers

	AM	PM	Sun	Owner
The Daily Times	27,326		31,684	Gannett Co. Inc.

Best Golf Courses

Weather Data

NO WEATHER DATA AVAILABLE.

Employment Breakdowns

By Industry	By Occupation	Unemployment
No Data	No Data	

Major Radio Station Sales

Major Radio Station Sales Since 1996

Year	Calls	From	To	Price	(E)
1996	WOSC-F	Benchmark	Ocean City	\$2,400,000	
1996	WWFG-F	Benchmark	Ocean City	\$6,600,000	
1997	WRXS-F (106.9: Ocean City, MD)	HVS		\$400,000	
1997	WAFL-F/WICO-AF/ WLFX-F/WXJN-F/WYUS	Prettyman	Delmarva	\$12,000,000	
1996	WTGM(960)/WLBW-F/ WLVW-F/WQHQ-F	HVS	Cumulus	\$9,200,000	
1997	WJDY, WSBY-F	HVS	Cumulus	\$1,300,000	
1997	WTGM(EB 1670), WRXS-F	HVS	GHB		
1997	WDNO-F		Great Scott		
1997	WOCQ-F		Great Scott	\$2,780,000	
1998	WOSC-F, WWFG-F	Capstar	Cumulus	\$7,500,000	
1998	WRKE-F		Great Scott	\$1,500,000	
1998	WJPY/WSUX-F		Great Scott	\$1,200,000	
1998	WRXS-F	HVS		\$360,000	
1998	WAWR (1670)	Huberman	Cumulus	\$10,800	
6/14/99	WKHW FM	Choppy Layton	Great Scott Broadcasting	\$700,000	
6/14/99	WKHI FM	Choppy Layton	Great Scott Broadcasting	\$700,000	
8/2/99	WXPZ FM	Hall & Jeannette Read	Wm. T. & Bonny Sammons	48.5% interest for \$500,000	
5/4/00	WAWR AM, WJDY AM, WLBW FM, WLVW FM, WOSC FM, WQHQ FM, WSBY FM, WTGM AM, WWFG FM		Cumulus		Clear Channel

2000 ARB Rank:	35	2000 Revenue:	\$89,800,000	Manager's Market Ranking (current):	3.6
2000 MSA Rank:	46	Rev per Share Point:	\$1,011,261	Manager's Market Ranking (future) :	3.9
2000 DMA Rank:	36	Population per Station:	41,890		
2000 Rev Rank:	32 of 173	2000 Revenue Change:	12.3%	Five-year revenue gain % (95-00):	84.4

Revenue History and Projections

	Radio Revenue History						Radio Revenue Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	48.7	57.8	66.0	74.4	80.0	89.8					
Yearly Growth Rate (95-00): 8.0% assigned											
Projected Revenue Estimates:							97.8	111.6	117.2	126.5	135.4
Revenue per Capita:	32.04	37.29	41.77	45.93	48.78	54.10					
Yearly Growth Rate (95-00): 6.0% assigned											
Projected Revenue per Capita:							58.21	65.65	68.14	72.70	76.93
Resulting Revenue Estimate:							102.4	116.8	122.7	132.4	141.8
Revenue as % of Retail Sales:	0.0030	0.0033	0.0036	0.0038	0.0038	0.0040					
Mean % (95-00) 0.0036											
Resulting Revenue Estimate:							88.0	94.2	100.5	106.8	113.0
MEAN REVENUE ESTIMATE:							96.1	107.6	113.5	121.9	130.1

Population and Demographic Estimates

	Historic						Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	1.520	1.550	1.580	1.620	1.640	1.660	1.680	1.700	1.720	1.740	1.760
Retail Sales (billions):	16.30	17.50	18.40	19.80	21.30	22.70	24.44	26.18	27.92	29.66	31.40

Market Profile

Below-the-Line Listening Shares:	0.0
Unlisted Station Listening:	11.2
Total Lost Listening:	11.2
Available Share Points:	88.8
Number of Viable Stations:	24.0
Average Share Points per Viable Station:	3.7
Rev. per Available Share Point:	\$1,011,261
Estimated Rev. for Mean Station:	\$3,741,666
Average HH Income:	\$49,622
Average Age:	29.9
Average Education:	13.1
Average Home Value:	\$70,600
Population Change (1999-2004):	6.1
Retail Sales Change (1999-2004):	39.2
Cable Penetration:	52.2
Number of Class B or C FMs:	18

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. KSOP A/F does not participate, nor do a few lower-rated stations. Managers predict 9% to 10% growth in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$89,800,000	23.2	0.0040
Television	\$152,000,000	39.2	0.0067
Newspaper	\$125,000,000	32.3	0.0055
Outdoor	\$10,900,000	2.8	0.0005
Cable TV	\$9,800,000	2.5	0.0004
Media Totals:	\$387,500,000		0.0171

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: KALL AM, KISN FM, KKAT FM, KNRS AM, KODJ FM, KURR FM, KWLV AM, KZHT FM	\$27,753,000	30.9
2 Simmons Family, Inc.: KDYL AM, KQMB FM, KRSP FM, KSFI FM, KXRK FM	\$19,350,000	21.5
3 Citadel: KBEE FM, KBEE AM, KBER FM, KENZ FM, KFVZ AM, KUBL FM, KWUN AM	\$19,160,000	21.3
4 Bonneville: KSL AM	\$10,433,000	11.6
5 KSOP, Inc.: KSOP AM, KSOP FM	\$4,300,000	4.8
6 Mercury Radio Broadcasting: KCPX FM, KOSY FM, KRAR FM	\$3,394,000	3.8
7 MAGMile Media: KFVR FM, KTCE FM, KUUU FM	\$2,047,000	2.3
8 KLO Broadcasting Co.: KBZN FM, KLO AM	\$1,492,000	1.7

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KSL AM	FS/T	\$10,433,000	11.6
2 KSFI FM	SAC	\$8,000,000	8.9
3 KENZ FM	AOR-NR	\$4,950,000	5.5
4 KUBL FM	C	\$4,770,000	5.3
5 KISN FM	CHR/AC	\$4,360,000	4.9
6 KSOP AF	C	\$4,300,000	4.8
7 KZHT FM	CHR	\$4,190,000	4.7
8 KXRK FM	AOR-NR	\$4,108,000	4.6
9 KODJ FM	O	\$4,093,000	4.6
10 KRSP FM	CL AOR	\$4,023,000	4.5
11 KBEE FM	AC/CHR	\$3,537,000	3.9
12 KURR FM	CL AOR	\$3,489,000	3.9
13 KKAT FM	C	\$3,469,000	3.9
14 KBER FM	AOR	\$3,187,000	3.5
15 KFVZ AM	SPRTS	\$2,716,000	3.0
16 KQMB FM	AC/NR	\$2,653,000	3.0
17 KALL AM	T	\$2,197,000	2.4
18 KNRS AM	N/T	\$2,128,000	2.4
19 KCPX FM	CL HITS	\$1,761,000	2.0
20 KUUU FM	CHR/U	\$1,725,000	1.9
21 KOSY FF	SAC	\$1,633,000	1.8
22 KBZN FM	J	\$1,492,000	1.7
23 KDYL AM	ST	\$566,000	0.6
24 KWLV AM	C/O	\$430,000	0.5
25 KFVR FM	B/O	\$322,000	0.4

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	83.2	\$67,165,000	(+9.9)
National:	16.8	\$13,548,000	(+24.9)

Note: Trade equals 2.5% of local. It was 4.1% in 1999 and 4.8% in 1998

Salt Lake City

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Mining Oil and Refining Aerospace Government Surgical/Medical Instruments	Autoliv	407 Zions Bancorporation	Deseret Management Flying J Huntsman Icon Health & Fitness Pliant Sinclair Oil Steiner	Ascend HR Solutions Blain Olsen White Gurr Advertising Dental Select EBC Computers Elite Systems PowerQuest Surefoot Teklution

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	94.4	<\$20: 15.4 \$20-\$49.9: 34.3 \$50-\$99.9: 37.1 \$100+: 13.3	12-to-24: 29.2 25-to-54: 51.3 55-plus: 19.5
Black:	1.4		Non High School Grad: 13.9 High School Grad: 27.0 College 1-3 years: 36.4 College 4+ years: 22.7
Amer. Indian:	0.8		
Asian/Pac. Isl.:	3.3		
Hispanic: *	8.7		

Viable Stations

KALL-AM	KBEE-FM	KBER-FM	KBZN-FM
KCPX-FM	KDYL-AM	KENZ-FM	KFNZ-AM
KFVR-FM	KISN-FM	KKAT-FM	KNRS-AM
KODJ-FM	KOSY-FF	KQMB-FM	KRSP-FM
KSFI-FM	KSL-AM	KSOP-AF	KUBL-FM
KURR-FM	KUUU-FF	KWLW-AM	KXRK-FM
KZHT-FM			

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KUTV	Salt Lake City	2	CBS	CBS	
KTVX	Salt Lake City	4	ABC	United TV	
KSL-TV	Salt Lake City	5	NBC	Bonneville	
KUED	Salt Lake City	7	PBS	U. of UT	
KULC	Ogden	9	Inst.	U. of UT	
KBYU	Provo	11	PBS	BYU	
KSTU	Salt Lake City	13	FOX	Fox	
KJZZ	Salt Lake City	14	UPN	Miller	
KUPX	Provo	16	PAX	Paxson	
KUWB	Ogden	30	WB	ACME	
KEJT-LP	Salt Lake City	48	TEL	Telemundo	

Major Daily Newspapers

	AM	PM	Sun	Owner
The Salt Lake Tribune	135,018		162,583	Telecommunications Inc.
The Deseret News		64,707	69,506	Latter Day Saints Church
Ogden Standard-Examiner		62,290	66,873	Sandusky-Norwalk
Newspapers				
Provo Daily Herald	29,357		31,652	Pulitzer Publishing Co.

Colleges and Universities

(# of Students)

Brigham Young U.	32,097
U. of Utah	24,205
Salt Lake CC	15,655
Utah Valley State Coll.	14,361
Weber State U.	13,900
Westminster Coll.	2,180
LDS Business Coll.	862
(and more)	
Total Students (FT & PT)	103,915

Best Golf Courses

Jeremy Ranch (Park City), The Country Club, Hidden Valley, Park Meadows (Park City), Riverside CC (Provo), Green Spring (Washington)

Weather Data

Elevation:	4220		
Annual Precipitation:	15.6 in.		
Annual Snowfall:	58.1 in.		
Average Windspeed:	8.7 (SSE)		
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	37.4	92.8	63.8
Avg. Min. Temp:	18.5	60.5	38.2
Average Temp:	28.0	76.7	51.0

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade	Admin. Support/Clerical	Jul 90: 4.3%
2 Manufac., Durables	Professional	Jul 91: 5.1%
3 Public Administration	Exec., Admin. & Managerial	Jul 92: 4.5%
4 Educational Svcs.	Sales	Jul 93: 3.6%
5 Health Svcs.	Precis. Produc./Craft/Repair	Jul 94: 3.5%
6 Fin., Ins. & Real Estate	Svc., Exclud. Protective & HH	All of 1995: 3.3%
7 Other Prof. Svcs.	Machine Oprs., Fab., Assemb. & Inspec.	All of 1996: 3.2%
8 Wholesale Trade	Technicians & Support	All of 1997: 2.9%
9 Construction	Transportation & Moving	All of 1998: 3.6%
10 Business & Repair Svcs.	Handlers, Cleaners, Help., Laborers	All of 1999: 3.6%
Total Metro Employees		
Top 10 Total Employees		

Major Radio Station Sales

Major Radio Station Sales Since 1993

Year	Calls	From	To	Price	(E)
1993	KRSP-F		Sold to owners of KSFI-F, KDYL (D)	\$1,200,000	
1994	KZHT-F (Provo)		KTKK/KUTQ-F owner	\$1,100,000	
1994	KBER-F (Ogden)	Distress sale by Devine		\$1,650,000	
1995	KISN A/F		Trumper	\$5,250,000	
1995	KUMT-F (Centerville)	Ragan Henry	Trumper	\$1,850,000	
1995	KALL	Apollo	Regent	\$1,800,000	
1995	KODJ-F	Apollo	Regent	\$2,800,000	
1995	KKAT-F	Apollo	Regent	\$18,500,000	
1995	KMXB-F (Orem)	Ragan Henry	Marriott	\$1,250,000	
1996	KBER-F		Citadel	\$7,700,000	
1996	KRGO-F (Roy)			\$700,000	
1996	KUTQ-F, KZHT-F		Regent	\$11,000,000	
1996	KALL	Regent	Jacor	\$4,000,000	
1996	KKAT-F	Regent	Jacor	\$18,000,000	
1996	KODJ-F	Regent	Jacor	\$9,000,000	
1996	KUTQ-F	Regent	Jacor	\$8,000,000	
1996	KZHT-F	Regent	Jacor	\$7,000,000	
1996	KENZ-F (107.5)		Citadel	\$5,500,000	
1996	KTLE-F (Toole)		Simmons	\$650,000	
1997	KFAM		Jacor	\$1,200,000	
1997	KBKK-F		Jacor	\$4,500,000	
1997	KFNZ, KBEE-F	John Price	Citadel	\$2,900,000	
1997	KRGQ (1550)			\$500,000	
1997	KISN (570)	Traded by Trumper	Jacor		KBKK-F
1997	KBKK-F	Traded by Jacor	Trumper		KISN
1997	KQMB-F		Simmons	\$3,400,000	
1997	KXRK-F		Simmons	\$5,500,000	
1998	KQMB-F		Simmons Family	\$3,400,000	
1998	KXRK-F		Simmons	\$10,400,000	
1998	KNRS/KWLW/KURR-F/KZHT-F/ KKAT-F/KALL/KODJ-F	Jacor	Clear Channel		
1998	KMGR-F	Simmons	Buzil & Devine	\$3,000,000	
4/8/99	KRAR FM	First National Bcstg.	Trumper	\$300,000	
6/7/99	KSNU FM	Sundance Broadcasting	Deer Valley Broadcasting	\$3,250,000	
11/3/99	KWUN AM	Kenneth Rushton, trustee	Citadel	\$603,202	
5/15/00	KISN FM	Trumper	Clear Channel		
5/15/00	KCPX FM, KOSY FM, KRAR FM	Trumper	Mercury Broadcasting		
11/15/00	KOVO AM	Great Stock Co. of Vast Import	Millcreek Bcstg		

San Antonio

2000 ARB Rank:	32	2000 Revenue:	\$91,100,000	Manager's Market Ranking (current):	3.7
2000 MSA Rank:	38	Rev per Share Point:	\$1,030,543	Manager's Market Ranking (future) :	4.2
2000 DMA Rank:	37	Population per Station:	40,982		
2000 Rev Rank:	30 of 173	2000 Revenue Change:	13.0%	Five-year revenue gain % (95-00):	52.9

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	59.6	62.0	65.0	73.6	80.6	91.1					
Yearly Growth Rate (95-00): 6.4% assigned											
Projected Revenue Estimates:							95.7	101.1	106.5	114.0	121.9
Revenue per Capita:	40.27	41.33	42.48	47.48	51.67	57.44					
Yearly Growth Rate (95-00): 6.4% assigned											
Projected Revenue per Capita:							59.37	61.72	64.00	67.46	71.04
Resulting Revenue Estimate:							100.2	105.9	111.5	119.4	127.6
Revenue as % of Retail Sales:	0.0043	0.0044	0.0043	0.0046	0.0045	0.0048					
Mean % (95-00) 0.0045											
Resulting Revenue Estimate:							92.8	99.6	106.5	113.3	120.2
MEAN REVENUE ESTIMATE:							96.2	102.2	108.2	115.6	123.2

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	1.480	1.500	1.530	1.550	1.560	1.586	1.612	1.638	1.664	1.690	1.716
Retail Sales (billions):	13.80	14.20	15.00	16.10	17.80	19.10	20.62	22.14	23.66	25.18	26.70

Market Profile

Below-the-Line Listening Shares:	0.8
Unlisted Station Listening:	10.8
Total Lost Listening:	11.6
Available Share Points:	88.4
Number of Viable Stations:	18.0
Average Share Points per Viable Station:	4.9
Rev. per Available Share Point:	\$1,030,543
Estimated Rev. for Mean Station:	\$5,049,661
Average HH Income:	\$38,829
Average Age:	35.1
Average Education:	11.7
Average Home Value:	\$56,900
Population Change (1999-2004):	8.3
Retail Sales Change (1999-2004):	41.5
Cable Penetration:	64.5
Number of Class B or C FMs:	13

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Cox Radio: KCJZ FM, KCYY FM, KISS FM, KKYX AM, KONO AM, KONO FM, KSMG FM	\$27,825,000	30.5
2 Clear Channel: KAJA FM, KQXT FM, KSJL FM, KTKR AM, KXXM FM, WOAI AM	\$21,335,000	23.4
3 CBS/Infinity: KTFM FM, KTSA AM	\$15,255,000	16.7
4 Hispanic Broadcasting: KBBT FM, KCOR AM, KCOR FM, KROM FM, KXTN AM, KXTN FM	\$14,950,000	16.4
5 Lotus: KZEP FM	\$7,450,000	8.2
6 Spanish Broadcasting System: KLEY FM, KSAH AM	\$2,575,000	2.8
7 Salem: KLUP AM, KSLR AM	\$760,000	0.8
8 Davila: KEDA AM	\$300,000	0.3
9 Radio Unica: KZDC AM	\$290,000	0.3

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. Quite a few lower-rated AM's do not participate. Managers expect 4% to 6% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$91,100,000	21.5	0.0048
Television	\$172,000,000	40.5	0.0090
Newspaper	\$137,000,000	32.3	0.0072
Outdoor	\$15,000,000	3.5	0.0008
Cable TV	\$9,300,000	2.2	0.0005
Media Totals:	\$424,400,000		0.0222

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KXTN AM	SP-TJ	\$9,430,000	10.4
2 KTFM FM	CHR	\$9,000,000	9.9
3 KZEP FM	AOR	\$7,450,000	8.2
4 KISS FM	CHR	\$7,123,000	7.8
5 KTSA AM	T	\$6,255,000	6.9
6 KXXM FM	CHR	\$5,980,000	6.6
7 KSMG FM	AC	\$5,650,000	6.2
8 WOAI AM	N/T	\$5,560,000	6.1
9 KCYY FM	C	\$5,377,000	5.9
10 KAJA FM	C	\$5,245,000	5.8
11 KONO AF	O	\$5,092,000	5.6
12 KROM FM	SP	\$4,094,000	4.5
13 KCJZ FM	B/O	\$3,783,000	4.2
14 KQXT FM	SAC	\$3,310,000	3.6
15 KLEY FM	J	\$2,575,000	2.8
16 KCOR AM	SP	\$926,000	1.0
17 KKYX AM	C/O	\$800,000	0.9
18 KLUP AM	ST	\$760,000	0.8
19 KSJL FM	B	\$650,000	0.7
20 KTKR AM	SPRST	\$590,000	0.6
21 KEDA AM	SP-TJ	\$300,000	0.3
22 KZDC AM	SP-NT	\$290,000	0.3

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	74.1	\$66,878,000	(+9.9)
National:	25.9	\$23,370,000	(+23.1)

Commerce and Industry

Important Businesses and Industries

Military
Research
Agriculture
Tourism
Construction
Clothing

Fortune 500 Companies

SBC Communications 14
Valero Energy 131
Ultramar Diamond Shamrock 137
United Svcs. Automobile Assn. 224
Clear Channel Comms. 331
Tesoro Petroleum 343

Forbes 500 Companies

Clear Channel
SBC Communications
Ultramar Diamond Shamrock
Valero Energy

Forbes Largest Private Companies

Fairchild Dornier
HB Zachry
HE Butt Grocery

INC 500 Companies

SALT Group
Scooter Store

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	91.2	<\$20: 24.3 \$20-\$49.9: 37.2 \$50-\$99.9: 28.7 \$100+: 9.8	12-to-24: 23.2 25-to-54: 53.1 55-plus: 23.6
Black:	6.5		Non High School Grad: 26.0 High School Grad: 25.0 College 1-3 years: 28.5 College 4+ years: 20.5
Amer. Indian:	0.5		
Asian/Pac. Isl.:	1.8		
Hispanic: *	54.8		

Viable Stations

KAJA-FM	KCJZ-FM	KCOR-AM	KCYY-FM
KISS-FM	KKYX-AM	KLEY-FM	KLUP-AM
KONO-AF	KQXT-FM	KROM-FM	KSJL-FM
KSMG-FM	KTFM-FM	KTKR-AM	KTSA-AM
KXTN-AF	KXXM-FM	KZEP-FM	WOAI-AM

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KMOL-TV	San Antonio	4	NBC	United TV	
KENS-TV	San Antonio	5	CBS	Belo	
KLRN	San Antonio	9	PBS	Alamo PTV	
KSAT-TV	San Antonio	12	ABC	Post-Newsweek	
KPXL	Uvalde	26	PAX	Paxson	
KABB-TV	San Antonio	29	FOX	Sinclair	
KRRR	Kerrville	35	WB	Glenclair	Sinclair
KWEX-TV	San Antonio	41	UNI	Univision	
KVDA	San Antonio	60	TEL	Telemundo	

Major Daily Newspapers

	AM	PM	Sun	Owner
San Antonio Express-News	219,837		368,086	Hearst Newspapers

Colleges and Universities

(# of Students)

Southwest Texas State U.	21,481
San Antonio Coll.	20,342
U. of Texas at San Antonio	18,026
St. Philip's Coll.	6,102
Palo Alto Coll.	5,993
St. Mary's U.	4,139
Our Lady of the Lake U. of San Antonio (and more)	3,671
Total Students (FT & PT)	90,314

Best Golf Courses

Dominion, Sonterra, Pecan Valley

Weather Data

Elevation:	788		
Annual Precipitation:	27.6 in.		
Annual Snowfall:	0.3 in.		
Average Windspeed:	9.3 (SE)		
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	61.6	95.6	79.8
Avg. Min. Temp:	39.8	73.8	57.8
Average Temp:	50.7	84.7	68.8

Employment Breakdowns

By Industry

1 Retail Trade	129,804	18.95%
2 Educational Svcs.	64,191	9.37%
3 Health Svcs.	62,187	9.08%
4 Fin., Ins. & Real Estate	58,552	8.55%
5 Public Administration	54,182	7.91%
6 Other Prof. Svcs.	48,227	7.04%
7 Construction	41,397	6.04%
8 Business & Repair Svcs.	36,836	5.38%
9 Manufac., Durables	34,537	5.04%
10 Manufac., Non-Durables	29,869	4.36%
Total Metro Employees	684,913	
Top 10 Total Employees	559,782	81.73%

By Occupation

Admin. Support/Clerical	118,617	17.32%
Professional	98,491	14.38%
Sales	91,293	13.33%
Exec., Admin. & Managerial	88,406	12.91%
Svc., Exclud. Protective & HH	82,200	12.00%
Precis. Produc./Craft/Repair	73,625	10.75%
Machine Oprs., Fab., Assemb. & Inspec.	28,405	4.15%
Technicians & Support	27,788	4.06%
Transportation & Moving	25,963	3.79%
Handlers, Cleaners, Help., Laborers	24,571	3.59%

Unemployment

Jul 90:	7.3%
Jul 91:	7%
Jul 92:	6.8%
Jul 93:	6%
Jul 94:	5.7%
All of 1995	4.4%
All of 1996	4.3%
All of 1997	4.1%
All of 1998	3.7%
All of 1999	3.1%

San Antonio

Major Radio Station Sales

Major Radio Station Sales Since 1989

Year	Calls	From	To	Price	(E)
1989	KRIA		Adams	\$750,000	
1989	KSMG-F	Rusk	Jacor	\$10,000,000	(Cancelled)
1990	KFHM			\$650,000	
1992	KZVE, KXTN-F	TK	Spectrum (John Palmer)	\$12,650,000	
1992	KQXT-F	Westinghouse	Clear Channel	\$8,000,000	
1992	KSRR-F	Booth	Tichenor	\$3,800,000	
1993	KZVE, KXTN-F	TK	Tichenor	\$11,000,000	
1993	KMMZ			\$150,000	
1993	KVAR		Harte Hanks TV (KENS-TV)	\$1,030,000	
1993	KONO	Sold by Booth/Genesis		\$1,125,000	
1993	KSJL	Inner City	Clear Channel	\$800,000	
1993	KLUP, KISS-F	Adams	Rusk	\$3,950,000	
1993	KSLR	Communicom	HE	\$800,000	
1993	KONO A/F		October (John Barger)	\$5,405,000	
1994	KSLR	Communicom	Salem		
1996	KCYF-F	NewCity	Cox	\$32,000,000	
1996	KCJZ-F	NewCity	Cox	\$6,000,000	
1996	KKYX	NewCity	Cox	\$3,000,000	
1996	KCOR, KROM-F, KXTN-AF	Tichenor	Heftel		
1997	KLUP, KISS-F, KSMG-F	Rusk	Cox	\$30,000,000	
1997	KENS (1160)	Scripps	Belo		
1997	KONO-AF	Barger	Cox	\$23,000,000	
1998	KRIO-F	Barger	SBS	\$9,000,000	
1998	KCHG			\$750,000	
1998	KSJL-F	Inner City	Clear Channel	\$15,000,000	
1998	KTXX-F (Devine, TX)	Khan Hamon	Clear Channel	\$1,500,000	
1998	KBOP		Freedom Network	\$950,000	
1/19/00	KSAH AM	Gandores Corp.	Rodriguez	\$5,000,000	
3/16/00	KFNI AM	Freedom Network	Multicultural		
3/28/00	KTFM FM, KTSA AM	Waterman Broadcasting	CBS/Infinity		
4/12/00	KZDC AM	Lotus	Radio Unica	\$1,825,000	
5/8/00	KSAH AM	Rodriguez Communications	Spanish Broadcast		
5/31/00	KBUC FM	Reding Broadcasting	Hispanic		
5/31/00	KRNH FM	Radio Ranch	Hispanic		
6/8/00	KLUP AM	Cox Radio	Salem		
			Group transaction:	\$12,000,000	

2000 ARB Rank:	15	2000 Revenue:	\$179,600,000	Manager's Market Ranking (current):	3.5
2000 MSA Rank:	15	Rev per Share Point:	\$2,135,553	Manager's Market Ranking (future) :	4.0
2000 DMA Rank:	25	Population per Station:	70,576		
2000 Rev Rank:	16 of 173	2000 Revenue Change:	16.4%	Five-year revenue gain % (95-00):	69.4

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	106.0	116.4	120.5	139.9	154.3	179.6					
Yearly Growth Rate (95-00): 6.5% assigned											
Projected Revenue Estimates:							188.6	200.0	215.8	235.3	256.4
Revenue per Capita:	38.97	42.64	43.50	48.92	53.39	61.05					
Yearly Growth Rate (95-00): 5.5% assigned											
Projected Revenue per Capita:							62.99	65.66	69.66	74.70	80.08
Resulting Revenue Estimate:							197.5	209.4	225.9	246.4	268.5
Revenue as % of Retail Sales:	0.0042	0.0043	0.0043	0.0047	0.0049	0.0053					
Mean % (95-00) 0.0046											
Resulting Revenue Estimate:							165.5	176.5	187.4	198.4	209.3
MEAN REVENUE ESTIMATE:							183.9	195.3	209.7	226.7	244.7

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	2.720	2.730	2.770	2.860	2.890	2.942	2.994	3.046	3.098	3.150	3.202
Retail Sales (billions):	25.30	26.90	28.00	29.90	31.50	33.60	35.98	38.36	40.74	43.12	45.50

Market Profile

Below-the-Line Listening Shares:	4.3
Unlisted Station Listening:	11.6
Total Lost Listening:	15.9
Available Share Points:	84.1
Number of Viable Stations:	23.0
Average Share Points per Viable Station:	3.7
Rev. per Available Share Point:	\$2,135,553
Estimated Rev. for Mean Station:	\$7,901,546
Average HH Income:	\$47,242
Average Age:	34.0
Average Education:	12.9
Average Home Value:	\$186,700
Population Change (1999-2004):	9.0
Retail Sales Change (1999-2004):	36.9
Cable Penetration:	83.1
Number of Class B or C FMs:	19

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. KFSD-F, KSPA and a few lower-rated stations do not cooperate. Managers predict 5% to 7% growth in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$179,600,000	23.5	0.0053
Television	\$289,000,000	37.8	0.0086
Newspaper	\$249,000,000	32.5	0.0074
Outdoor	\$26,800,000	3.5	0.0008
Cable TV	\$21,000,000	2.7	0.0006
Media Totals:	\$765,400,000		0.0228

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: KGB FM, KHTS FM, KIOZ FM, KJQY FM, KMSX FM, KOGO AM, KPPOP AM, KSDO AM, XHRM FM, XTRA FM, XTRA AM	\$84,211,000	46.9
2 Jefferson-Pilot: KBZT FM, KIFM FM, KSON FM, KSON AM	\$25,560,000	14.2
3 Midwest TV, Inc.: KFMB FM, KFMB AM	\$25,131,000	14.0
4 CBS/Infinity: KPLN FM, KYXY FM	\$18,448,000	10.3
5 Noventa FM 90, Inc.: XHCR FM, XHTZ FM, XLTN FM	\$9,417,000	5.2
6 Hispanic Broadcasting: KLNK FM, KLQV FM	\$9,169,000	5.1
7 Compass Media: KXST FM	\$3,095,000	1.7
8 Astor Broadcast Group: KCEO AM, KFSD FM, KSPA AM	\$2,450,000	1.4

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KFMB FM	AC/CHR	\$16,370,000	9.1
2 KOGO AM	T	\$14,033,000	7.8
3 KYXY FM	AC	\$13,528,000	7.5
4 KGB FM	CL AOR	\$12,472,000	6.9
5 KSON FM	C	\$12,400,000	6.9
6 XTRA FM	AOR-NR	\$10,687,000	6.0
7 KIOZ FM	AOR	\$10,558,000	5.9
8 XTRA AM	SPRTS	\$10,164,000	5.7
9 KIFM FM	J	\$9,026,000	5.0
10 KFMB AM	FS/T	\$8,761,000	4.9
11 KHTS FM	CHR	\$8,173,000	4.6
12 XHTZ FM	CHR/U	\$6,817,000	3.8
13 XHRM FM	B/O	\$6,427,000	3.6
14 KPLN FM	CL HITS	\$4,920,000	2.7
15 KLNK FM	SP-R	\$4,850,000	2.7
16 KMSX FM	AC/CHR	\$4,662,000	2.6
17 KLQV FM	SP-C	\$4,319,000	2.4
18 KBZT FM	O	\$3,804,000	2.1
19 KJQY FM	SAC	\$3,566,000	2.0
20 KXST FM	AOR-P	\$3,095,000	1.7
21 XLTN FM	SP-C	\$2,600,000	1.4
22 KPPOP AM	ST	\$1,888,000	1.1
23 KSDO AM	T	\$1,581,000	0.9
24 KFSD FM	CL	\$1,550,000	0.9
25 KSPA AM	ST	\$900,000	0.5
26 KSON AM	KIDS	\$330,000	0.2

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	72.7	\$126,578,000	(+14.4)
National:	28.3	\$50,144,000	(+21.7)

NOTE: Clear Channel's market-revenue share includes revenues from these LMA stations: XTRA FM, XTRA AM, KCBQ AM, KPRZ AM, XEMO AM (11.6%).

San Diego

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Aerospace Research Tourism Military Ship Building Electronics Seafoods	Gateway 194 Sempra Energy 259 Science Applications Intl. 296 Qualcomm 500	Applied Micro Circuits Gateway Qualcomm Sempra Energy	Science Applications Intl	Accredited Home Lenders Ecocrete Genesis Communications International Marotz Sonik Technologies

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	81.6	<\$20: 18.2 12-to-24	22.8 Non High School Grad:
Black:	6.4	\$20-\$49.9: 35.8 25-to-54	54.5 High School Grad:
Amer. Indian:	0.9	\$50-\$99.9: 32.6 55-plus	22.7 College 1-3 years:
Asian/Pac. Isl.:	11.1	\$100+: 13.4	26.3 College 4+ years:
Hispanic: *	27.1		

Viable Stations

KBZT-FM	KFMB-AM	KFMB-FM	KFSD-FM
KGB-FM	KHTS-FM	KIFM-FM	KIOZ-FM
KJQY-FM	KLNV-FM	KLQV-FM	KMSX-FM
KOGO-AM	KPLN-FM	KPOP-AM	KSDO-AM
KSON-FM	KXST-FM	KYXY-FM	XHRM-FM
XHTZ-FM	XLTN-FM	XTRA-AM	XTRA-FM

Competitive Media

Major Over the Air Television Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
XETV	Tijuana	6	FOX	Bay City TV	
KFMB-TV	San Diego	8	CBS	Midwest TV	
KGTV	San Diego	10	ABC	McGraw-Hill	
XEWT-TV	Tijuana	12	SPN	Televisa	
KPBS-TV	San Diego	15	PBS	SD St. U.	
KBNT-LP	San Diego	17	UNI	Entravision	
XHAS	Tijuana	33	TEL	Sanchez	
KNSD	San Diego	39	NBC	NBC	
KUSI-TV	San Diego	51	IND	McKinnon	
KSWB-TV	San Diego	69	WB	Tribune	

Colleges and Universities

	(# of Students)
San Diego State U.	31,453
Palomar Coll.	27,553
San Diego Mesa Coll.	22,129
U. of California: San Diego	19,370
Grossmont CC	15,947
National U.	14,062
San Diego Miramar Coll.	8,518
(and more)	
Total Students (FT & PT)	174,126

Major Daily Newspapers	AM	PM	Sun	Owner
The San Diego Union-Tribune	376,604		450,788	Copley Press Inc.

Best Golf Courses

La Costa, Torrey Pines, Cottonwood, Singing Hills, Carmel Mountain

Weather Data

Elevation:	13		
Annual Precipitation:	9.7 in.		
Annual Snowfall:	0		
Average Windspeed:	6.7 (WNW)		
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	64.66	75.3	70.3
Avg. Min. Temp:	45.8	63.9	55.4
Average Temp:	55.2	69.6	62.9

Employment Breakdowns

By Industry	By Occupation	Unemployment					
1 Retail Trade	234,237	17.95%	Professional	207,225	15.88%	Jul 90:	5%
2 Manufac., Durables	141,049	10.81%	Admin. Support/Clerical	206,093	15.79%	Jul 91:	7%
3 Fin., Ins. & Real Estate	108,276	8.30%	Exec., Admin. & Managerial	195,402	14.97%	Jul 92:	7.3%
4 Other Prof. Svcs.	104,948	8.04%	Sales	171,093	13.11%	Jul 93:	9.2%
5 Educational Svcs.	102,654	7.87%	Precis. Produc./Craft/Repair	142,330	10.91%	Jul 94:	8.3%
6 Construction	100,117	7.67%	Svc., Exclud. Protective & HH	139,505	10.69%	All of 1995	6.4%
7 Health Svcs.	98,817	7.57%	Technicians & Support	58,574	4.49%	All of 1996	5.3%
8 Business & Repair Svcs.	75,672	5.80%	Machine Oprs., Fab., Assemb. & Inspec.	50,029	3.83%	All of 1997	4.2%
9 Public Administration	68,312	5.23%	Handlers, Cleaners, Help., Laborers	41,668	3.19%	All of 1998	3.5%
10 Personal Svcs.	53,726	4.12%	Transportation & Moving	34,933	2.68%	All of 1999	3.1%
Total Metro Employees	1,304,929						
Top 10 Total Employees	1,087,808	83.36%					

Major Radio Station Sales

Major Radio Station Sales Since 1993

Year	Calls	From	To	Price	(E)
1993	KCBQ A/F	Adams receivership	Compass	\$11,000,000	
1993	KKLQ A/F	Edens	owners of KGMG/KIOZ	\$13,000,000	
1994	KYXY-F		SFX	\$15,000,000	
1995	KECR-F (El Cajon)		Douglas	\$12,000,000	
1995	KECR-F	Sold by Douglas	Jacor	\$14,000,000	
1995	KCBQ A/F	Compass	Par	KIOQ-F (Trade)	
1995	KKLQ (Oceanside)	Donated by Par			
1996	KIFM-F		Jefferson-Pilot	\$28,750,000	
1996	XTRA	Noble	Jacor	\$22,200,000	
1996	XTRA-F	Noble	Jacor	\$24,800,000	
1996	KFSD-F	Lotus	Nationwide	\$23,000,000	
1996	KBZT-F	Anaheim	Jefferson-Pilot	\$30,000,000	
1996	KPOP, KGB-F	Brown	Nationwide	\$44,000,000	
1996	KCEO, KUPR-F		Nationwide	\$32,000,000	
1996	KSDO	Gannett	Jacor	\$15,000,000	
1996	KKBH-F	Gannett	Jacor	\$20,000,000	
1996	KPOP, KGB-F	Traded by Nationwide	Jacor	KSLX-AF in Phoenix	
1996	KCBQ	Par	Jacor	\$1,200,000	
1996	KOGO	Par	Jacor	\$4,100,000	
1996	KIOZ-F	Par	Jacor	\$25,700,000	
1996	KKLQ-F	Par	Jacor	\$41,000,000	
1997	KCEO (1000: Vista)	Nationwide	Art Astor	\$2,600,000	
1997	KCBQ	Jacor	Regent	\$6,000,000	
1997	KPLN-F	SFX	Hicks/Chancellor	\$28,000,000	
1997	KYXY-F	SFX	Hicks/Chancellor	\$83,000,000	
1997	KMCQ-F	Nationwide	Jacor	\$28,000,000	
1997	KXGL-F	Nationwide	Jacor	\$30,000,000	
1998	KYXY-F/KPLN-F	Capstar	Chancellor		
1998	KKLQ-F/KJQY-F	Jacor	Heftel	\$65,150,000	
1998	KOGO/KPOP/KMSX-F/KJQY-F/ KGB-F/KIOZ-F/KHTS-F/KSDO/ XHRM-F/XTRA-AF	Jacor	Clear Channel		
5/24/99	KCBQ AM	Regent Comm.	Concord Media	\$6,000,000	
1/3/00	KURS AM	Central Coast	Radio Unica	\$10,000,000	
3/6/00	KSDO AM	Clear Channel	Chase Radio	AMFM/CCU divestiture. Price NA	
3/6/00	KPLN FM, KYXY FM	AMFM	CBS/Infinity	AMFM/CCU divestiture. \$1,400,000,000	
7/30/00	KCBQ AM	Concord Media	Salem	\$5,000,000	

San Francisco

2000 ARB Rank:	4	2000 Revenue:	\$475,800,000	Manager's Market Ranking (current):	4.5
2000 MSA Rank:	30	Rev per Share Point:	\$5,932,668	Manager's Market Ranking (future) :	3.9
2000 DMA Rank:	5	Population per Station:	145,305		
2000 Rev Rank:	4 of 173	2000 Revenue Change:	17.1%	Five-year revenue gain % (95-00):	140.3

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	198.0	229.7	257.0	308.7	406.2	475.8					
Yearly Growth Rate (95-00): 6.5% assigned											
Projected Revenue Estimates:							490.0	519.5	550.8	589.1	636.3
Revenue per Capita:	38.75	44.69	49.42	57.70	75.50	87.43					
Yearly Growth Rate (95-00): 5.4% assigned											
Projected Revenue per Capita:							89.03	93.34	97.87	103.53	110.62
Resulting Revenue Estimate:							513.0	543.9	576.7	616.8	666.2
Revenue as % of Retail Sales:	0.0035	0.0039	0.0043	0.0048	0.0061	0.0069					
Mean % (95-00) 0.0049											
Resulting Revenue Estimate:							362.0	384.0	405.9	427.9	449.8
MEAN REVENUE ESTIMATE:							455.0	482.5	511.1	544.6	584.1

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	5.110	5.140	5.200	5.350	5.380	5.442	5.504	5.566	5.628	5.690	5.752
Retail Sales (billions):	55.80	58.30	60.30	63.80	66.20	69.40	73.88	78.36	82.84	87.32	91.80

Market Profile

Below-the-Line Listening Shares:	0.9
Unlisted Station Listening:	18.9
Total Lost Listening:	19.8
Available Share Points:	80.2
Number of Viable Stations:	24.5
Average Share Points per Viable Station:	3.3
Rev. per Available Share Point:	\$5,932,668
Estimated Rev. for Mean Station:	\$19,577,804
Average HH Income:	\$63,060
Average Age:	39.7
Average Education:	13.4
Average Home Value:	\$257,800
Population Change (1999-2004):	5.8
Retail Sales Change (1999-2004):	31.9
Cable Penetration:	73.0
Number of Class B or C FMs:	18

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 CBS/Infinity: KCBS AM, KFRC AM, KFRC FM, KITS FM, KLLC FM, KYCY FM, KYCY AM	\$117,600,000	24.7
2 Clear Channel: KABL AM, KIOI FM, KISQ FM, KKSF FM, KMEL FM, KNEW AM, KYLD FM	\$117,310,000	24.7
3 Susquehanna: KFFG FM, KFOG FM, KNBR AM, KSAN FM, KTCT AM	\$89,800,000	18.9
4 ABC Inc.: KGO AM, KMKY AM, KSFO AM	\$60,800,000	12.8
5 Bonneville: KDFC FM, KOIT AM, KOIT FM, KZQZ FM	\$59,100,000	12.4
6 Inner City: KBLX FM, KVTO AM	\$19,000,000	4.0
7 Hispanic Broadcasting: KSOL FM	\$10,400,000	2.2
8 Entravision: KBRG FM	\$7,000,000	1.5
9 Radio Unica: KATD AM, KIQI AM	\$4,500,000	0.9

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KGO AM	N/T	\$47,900,000	10.1
2 KNBR AM	SPRTS	\$44,000,000	9.2
3 KCBS AM	N	\$39,900,000	8.4
4 KOIT AF	SAC	\$33,000,000	6.9
5 KFOG FF	AOR-P	\$32,000,000	6.7
6 KFRC AF	O	\$24,900,000	5.2
7 KIOI FM	AC/CHR	\$24,100,000	5.1
8 KITS FM	AOR-NR	\$23,900,000	5.0
9 KKSF FM	J	\$22,900,000	4.8
10 KISQ FM	B/O	\$21,700,000	4.6
11 KYLD FM	CHR/U	\$21,600,000	4.5
12 KLLC FM	AC/NR	\$21,500,000	4.5
13 KMEL FM	CHR/U	\$20,900,000	4.4
14 KBLX FM	B/AC	\$19,000,000	4.0
15 KDFC FM	CL	\$13,600,000	2.9
16 KZQZ FM	CHR	\$12,500,000	2.6
17 KSFO AM	T	\$12,000,000	2.5
18 KSOL FF	SP-R	\$10,400,000	2.2
19 KSAN FM	CL/AOR	\$7,800,000	1.6
20 KYCY AF	C	\$7,400,000	1.6
21 KBRG FM	SP-C	\$7,000,000	1.5
22 KTCT AM	SPRTS	\$6,000,000	1.3
23 KIQI AM	SP-NT	\$4,500,000	0.9
24 KNEW AM	BIZ	\$3,750,000	0.8
25 KABL AM	ST	\$2,360,000	0.5

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	66.5	\$316,373,000	(+12.3)
National:	33.5	\$159,445,000	(+22.8)

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. All viable but a few low-rated stations cooperate. Managers predict 2% to 4% revenue gain in 2001. Also, KBRG-F does not report revenue.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$475,800,000	24.7	0.0069
Television	\$748,000,000	38.8	0.0108
Newspaper	\$595,000,000	30.9	0.0086
Outdoor	\$59,000,000	3.1	0.0009
Cable TV	\$49,900,000	2.6	0.0007
Media Totals:	\$1,927,700,000		0.0278

Note: Use Newspaper and Outdoor estimates with caution. DMA split with San Jose. TV total is estimate of San Francisco's share. Total TV revenue for DMA is estimated at \$797,000,000.

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Financial	Chevron 20	Agilent Technologies	ASI	AlphaSoft Services
Tourism	McKesson HBOC 35	Charles Schwab	Bechtel Group	BASE Consulting Group
Government	Safeway 46	Chevron	Cigarettes Cheaper!	BlackHawk Information Services
Shipping	Wells Fargo 62	Cisco Systems	Core-Mark International	Clif Bar
Publishing	PG&E Corp. 82	Clorox	Crowley Maritime	CMG Mortgage Insurance
Apparel	Gap 147	Franklin Resources	DHL Airways	Flash Electronics
	Oracle 184	Gap	Dillingham Construction	Hamel Group
	Charles Schwab 260	Genentech	DPR Construction	IT Solutions
	Providian Financial 303	Golden State Bancorp	DreamWorks SKG	Jamba Juice
	Golden State Bancorp 376	Golden West Financial	Fitness Holdings Worldwide	Maus Haus
	Longs Drug Stores 415	Hewlett-Packard	Levi Strauss & Co	Net.world
	Golden West Financial Corp. 421	Intel	Lucasfilm	PowerLight
		McKesson HBOC	Rudolph & Sletten	Questrel Companies
		PG&E	S&P Co	RW3 Technologies
		Providian Financial	Swinerton	Speedcom Technologies
		Siebel Systems (amd more)	Synnex (and more)	Tilia International (and more)

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	65.3	<\$20: 13.9	12-to-24 18.8
Black:	7.6	\$20-\$49.9: 24.8	25-to-54 58.2
Amer. Indian:	0.5	\$50-\$99.9: 34.0	55-plus 23.0
Asian/Pac. Isl.:	26.6	\$100+: 27.4	Non High School Grad: 17.7
Hispanic: *	18.3		High School Grad: 19.2
			College 1-3 years: 28.3
			College 4+ years: 34.8

Viable Stations

KABL-AM	KBLX-FM	KBRG-FM	KCBS-AM
KDFC-FM	KFOG-FF	KFRC-AF	KGO-AM
KIOI-FM	KIQI-AM	KISQ-FM	KITS-FM
KKSF-FM	KLLC-FM	KMEL-FM	KNBR-AM
KNEW-AM	KOIT-AF	KSAN-FM	KSFO-AM
KSOL-FF	KTCT-AM	KYCY-AF	KYLD-FM
KZQZ-FM			

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KTVU	Oakland	2	FOX	Cox	
KRON-TV	San Francisco	4	NBC	Young	
KPIX	San Francisco	5	CBS	CBS	
KGO-TV	San Francisco	7	ABC	ABC	
KQED	San Francisco	9	PBS	KQED	
KDTV	San Francisco	14	UNI	Univision	
KBWB	San Francisco	20	WB	Granite	
KTSF	San Francisco	26	IND	Lincoln	
KBIT-LP	San Francisco	28	SPN	Polar	
KMTP-TV	San Francisco	32		Minority TV	
KCNS	San Francisco	38	IND	Shop At Home	
KBHK-TV	San Francisco	44	JPN	UTV of SF	
KPST-TV	Vallejo	66	IND	Golden Link	
KTLN-TV	Novato	68	IND	Christian Comm.	

Major Daily Newspapers

	AM	PM	Sun	Owner
Examiner; Examiner & Chronicle		107,129	578,541	Exln LLC
San Francisco Chronicle;				
Examiner & Chronicle	456,742		578,541	Hearst Newspapers

Colleges and Universities

(# of Students)

U. of California: Berkeley	31,009
City C of San Francisco	29,300
San Francisco State U.	27,446
Stanford U.	16,451
California State U.: Hayward	12,888
C of San Mateo	12,000
Laney Coll.	11,111
(and more)	
Total Students (FT & PT)	212,370

Best Golf Courses

Olympic Club, San Francisco GC, Stanford Univ.

Weather Data

Elevation:		52	
Annual Precipitation:		21.5 in.	
Annual Snowfall:		0	
Average Windspeed:		8.7 (W)	
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	56.0	63.8	62.4
Avg. Min. Temp:	45.7	53.2	50.9
Average Temp:	50.9	58.5	56.7

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade	Admin. Support/Clerical	Jul 90: 3.9%
2 Other Prof. Svcs.	Professional	Jul 91: 5.1%
3 Fin., Ins. & Real Estate	Exec., Admin. & Managerial	Jul 92: 5.9%
4 Health Svcs.	Sales	Jul 93: 7.3%
5 Business & Repair Svcs.	Svc., Exclud. Protective & HH	Jul 94: 6.5%
6 Educational Svcs.	Precis. Produc./Craft/Repair	All of 1995: 5.1%
7 Transportation	Technicians & Support	All of 1996: 4.0%
8 Manufac., Non-Durables	Machine Oprs., Fab., Assemb. & Inspec.	All of 1997: 3.3%
9 Construction	Handlers, Cleaners, Help., Laborers	All of 1998: 3.0%
10 Manufac., Durables	Transportation & Moving	All of 1999: 2.4%
Total Metro Employees		
Top 10 Total Employees		

San Francisco

Major Radio Station Sales

Major Radio Station Sales Since 1994

Year	Calls	From	To	Price	(E)
1994	KSRV, KSRI-F	Viacom	KSOL owner	\$16,000,000	
1994	KJAZ-F (Alameda)			\$6,000,000	
1994	KSFO		Cap Cities/ABC	\$9,500,000	
1994	KDIA		KOFY owner	\$3,000,000	
1995	KABL, KNEW, KBGG-F, KSAN-F	Shamrock	Chancellor	\$55,000,000	
1995	KSFO, KGO	Cap Cities/ABC	Disney/ABC	\$72,000,000	
1995	KCBS, KRQR-F	CBS	Westinghouse	\$73,000,000	
1995	KFRC A/F	Alliance	Infinity	\$61,000,000	
1995	KYCY-F	Alliance	Infinity	\$30,000,000	
1996	KYLD-F	Crescent	Evergreen	\$44,000,000	
1996	KSOL-F, KYLZ-F	Crescent	Tichenor	\$40,000,000	
1996	KFRC-AF	Infinity	Westinghouse	\$96,000,000	
1996	KYCY-F	Infinity	Westinghouse	\$47,000,000	
1996	KKSF-F, KDFC-AF	Brown	Evergreen	\$115,000,000	
1997	KITS-F	Traded by Entercom	CBS		KPIX-F + KLOU-F in St. Louis
1997	KPIX-F	Entercom	Bonneville	\$39,600,000	
1997	Evergreen stations merged into Chancellor				
1997	KDFC-F	Chancellor	Bonneville	\$45,000,000	
1997	107.7 facility + KSAN calls	Chancellor	Bonneville		
1997	KOFY		Susquehanna	\$14,500,000	
1997	KDFC	Chancellor	John Douglas	\$8,000,000	
1997	KDIA		Disney/ABC	\$6,300,000	
1997	KZSF-F	Z-Spanish	Radio One	\$16,000,000	
1997	KZWC-F	Z-Spanish	Radio One	\$6,000,000	
1998	KEST	Douglas	Multicultural		
1998	KIQI		Radio Unica	\$12,000,000	
1998	KZWC-F (Walnut Creek)		Jacor	\$4,500,000	
1998	KKIQ-F (Livermore)		Levitt	\$9,000,000	
1998	KZSF (92.7)	Z-Spanish	Jacor	\$16,500,000	
1998	KFJO-F/KZSF-F	Jacor	Clear Channel		
1998	KVON/KVYN-F	Young		\$1,690,000	
10/21/99	KJQI FM	Mount Wilson	Salem	\$8,000,000	
3/6/00	KFJO FM	Clear Channel	Chase Radio		AMFM/CCU divestiture. Price NA
3/9/00	KXJO FM, KXJO FM	Clear Channel	Rodriguez		AMFM/CCU Price NA
5/8/00	KXJO FM	Rodriguez Communications	Spanish Broadcast		
6/13/00	KATD AM	People's Radio, Inc.	Radio Unica		

2000 ARB Rank:	27	2000 Revenue:	\$69,400,000	Manager's Market Ranking (current):	3.3
2000 MSA Rank:	32	Rev per Share Point:	\$2,891,667	Manager's Market Ranking (future):	3.6
2000 DMA Rank:	5 (San Francisco)	Population per Station:	121,617		
2000 Rev Rank:	39 of 173	2000 Revenue Change:	26.2%	Five-year revenue gain % (95-00):	86.6

Revenue History and Projections

	Radio Revenue History					Radio Revenue Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	37.2	38.7	42.0	43.7	55.0	69.4					
Yearly Growth Rate (95-00): 7.1% assigned											
Projected Revenue Estimates:							70.8	74.3	79.5	85.2	93.0
Revenue per Capita:	23.25	23.89	24.85	25.26	31.61	39.66					
Yearly Growth Rate (95-00): 6.2% assigned											
Projected Revenue per Capita:							40.23	41.98	44.66	47.60	51.67
Resulting Revenue Estimate:							74.1	77.8	83.2	89.2	97.4
Revenue as % of Retail Sales:	0.0024	0.0023	0.0024	0.0023	0.0025	0.0029					
Mean % (95-00) 0.0025											
Resulting Revenue Estimate:							62.7	66.1	69.5	72.9	76.3
MEAN REVENUE ESTIMATE:							69.2	72.7	77.4	82.4	88.9

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	1.600	1.620	1.690	1.730	1.740	1.750	1.760	1.770	1.780	1.790	1.800
Retail Sales (billions):	15.30	16.60	17.70	19.20	21.90	23.70	25.06	26.42	27.78	29.14	30.50

Market Profile

Below-the-Line Listening Shares:	62.6
Unlisted Station Listening:	13.4
Total Lost Listening:	76.0
Available Share Points:	24.0
Number of Viable Stations:	9.5
Average Share Points per Viable Station:	2.5
Rev. per Available Share Point:	\$2,891,667
Estimated Rev. for Mean Station:	\$7,229,168
Average HH Income:	\$79,143
Average Age:	35.3
Average Education:	13.1
Average Home Value:	\$289,400
Population Change (1999-2004):	2.9
Retail Sales Change (1999-2004):	33.1
Cable Penetration:	N/A
Number of Class B or C FMs:	5

Highest Billing Radio Entities

	Combined Revenue	Revenue Share
1 Chase Radio Partners: KCNL FM, KSJO FM, KUFX FM	\$25,100,000	36.2
2 CBS/Infinity: KBAY FM, KEZR FM	\$16,350,000	23.6
3 Empire Broadcasting Corp.: KARA FM, KLIV AM, KRTY FM	\$10,660,000	15.4
4 Entravision: KLOK AM, KZSF AM, KZSJ AM	\$5,700,000	8.2
5 Radio Fiesta Corp.: KAZA AM	\$430,000	0.6
6 Inner City: KVVN AM	\$300,000	0.4
7 Multicultural: KSJX AM	\$275,000	0.4

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KSJO FM	AOR	\$16,050,000	23.1
2 KEZR FM	AC/CHR	\$10,600,000	15.3
3 KUFX FM	CL AOR	\$6,700,000	9.7
4 KBAY FM	SAC	\$5,750,000	8.3
5 KLOK AM	SP-R	\$5,700,000	8.2
6 KARA FM	AC	\$5,600,000	8.1
7 KRTY FM	C	\$4,425,000	6.4
8 KCNL FM	AOR-P	\$2,350,000	3.4
9 KLIV AM	N	\$635,000	0.9
10 KAZA AM	SP	\$430,000	0.6
11 KVVN AM	E	\$300,000	0.4
12 KSJX AM	E	\$275,000	0.4

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local San Jose:36.9		\$19,231,000	(+10.5)
Local San Francisco:	32.4	\$16,870,000	
(+33.2)			
National:	30.7	\$16,010,000	(+26.1)

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. KLOK, KAZA and others do not cooperate. Managers predict 0% to 2% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$69,400,000	20.9	0.0029
Television	\$129,000,000	38.9	0.0054
Newspaper	\$111,000,000	33.5	0.0047
Outdoor	\$22,000,000	6.6	0.0009
Cable TV			
Media Totals:	\$331,400,000		0.0140

Note: Use Newspaper and Outdoor estimates with caution.

NOTE: For KBRG-F revenue see San Francisco. The station's revenue is counted in San Jose, but the station is listed in SF.

San Jose

Commerce and Industry

Important Businesses and Industries

High Tech	Hewlett-Packard	19
Electronics	Intel	41
Medical	Cisco Systems	107
Research	Sun Microsystems	125
Aerospace	Soletron	139
Fruit & Vegetable Processing	Applied Materials (and more)	196

Fortune 500 Companies

Hewlett-Packard	19
Intel	41
Cisco Systems	107
Sun Microsystems	125
Soletron	139
Applied Materials (and more)	196

Forbes 500 Companies

Adobe Systems	
Advanced Micro Devices	
Alliance Semiconductor	
Altera	
ALZA	
Apple	
Atmel (and more)	

Forbes Largest Private Companies

Devcon Construction
Fry's Electronics
iLogistix
MA Laboratories

INC 500 Companies

Albin Engineering Services
Crimson Consulting Group
Equilasers
EXP Pharmaceutical Waste Management
PDF Solutions
Reasoning (and more)

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	73.0	<\$20: 9.3	12-to-24 20.6
Black:	3.8	\$20-\$49.9: 19.5	25-to-54 59.4
Amer. Indian:	0.7	\$50-\$99.9: 35.5	55-plus 20.0
Asian/Pac. Isl.:	22.6	\$100+: 35.7	Non High School Grad: 18.0
Hispanic: *	26.4		High School Grad: 18.8
			College 1-3 years: 30.8
			College 4+ years: 32.3

Viable Stations

KARA-FM	KAZA-AM	KBAY-FM	KCNL-FM
KEZR-FM	KLIV-AM	KLOK-AM	KRTY-FM
KSJO-FM	KUFX-FM	KVVN-AM	

Colleges and Universities

	(# of Students)
San Jose State U.	26,628
De Anza Coll.	10,325
Evergreen Valley Coll.	10,067
Mission Coll.	9,100
Santa Clara U.	7,686
Gavilan CC	4,101
San Jose City Coll.	3,605
San Jose Christian Coll.	366
Total Students (FT & PT)	71,878

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KICU-TV	San Jose	36	IND	Wilson	
KSTS	San Jose	48	TEL	Telemundo	
KTEH	San Jose	54	PBS	KTEH	
KKPX	San Jose	65	PAX	Paxson	Granite

Major Daily Newspapers

	AM	PM	Sun	Owner
San Jose Mercury News	285,848		326,825	Knight Ridder

Weather Data

Elevation:			
Annual Precipitation:			13.11 in.
Annual Snowfall:			0
Average Windspeed:			NA
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	58	82	70.4
Avg. Min. Temp:	41	56	48.4

Employment Breakdowns

By Industry

1 Manufac., Durables	254,527	28.16%
2 Retail Trade	123,457	13.66%
3 Other Prof. Svcs.	66,450	7.35%
4 Educational Svcs.	61,698	6.83%
5 Business & Repair Svcs.	58,460	6.47%
6 Health Svcs.	53,872	5.96%
7 Fin., Ins. & Real Estate	47,593	5.27%
8 Construction	46,764	5.17%
9 Wholesale Trade	41,842	4.63%
10 Manufac., Non-Durables	32,224	3.57%
Total Metro Employees	903,864	
Top 10 Total Employees	786,887	87.06%

By Occupation

Professional	167,570	18.54%
Exec., Admin. & Managerial	148,122	16.39%
Admin. Support/Clerical	143,546	15.88%
Sales	97,565	10.79%
Precis. Produc./Craft/Repair	95,952	10.62%
Svc., Exclud. Protective & HH	73,353	8.12%
Technicians & Support	55,579	6.15%
Machine Oprs., Fab., Assemb. & Inspec.	48,497	5.37%
Handlers, Cleaners, Help., Laborers	25,463	2.82%
Transportation & Moving	20,870	2.31%

Unemployment

Jul 89:	4.4%
Jul 90:	4.3%
Jul 91:	6.2%
Jul 92:	7.9%
Jul 94:	7.1%
All of 1995	4.9%
All of 1996	3.6%
All of 1997	3.0%
All of 1998	3.2%
All of 1999	3.0%

Major Radio Station Sales

Major Radio Station Sales Since 1992

Year	Calls	From	To	Price (E)
1992	KLOK, KBRG-F			\$11,250,000
1992	KRTY-F			\$2,900,000(Never Closed)
1992	KRTY-F	receivership	Empire (KARA)	\$3,310,000
1995	KSJX	Baycom	Douglas	\$2,100,000
1995	KUFX-F		Baycom	\$9,700,000
1995	KHQT-F	Anaheim	to Susquehanna	\$8,250,000
1996	KSJO-F	BayCom	Amer. Radio Sys.	\$38,000,000
1996	KUFX-F	BayCom	Amer. Radio Sys.	\$15,000,000
1996	KOME-F	Infinity	Westinghouse	\$42,000,000
1996	KKSJ, KBAY-F		Amer. Radio Sys.	\$31,000,000
1997	KNTA		Inner City	\$2,200,000
1997	KEZR-F	Alta to Amer. Radio		\$23,500,000
1997	KBAY-F	Amer. Radio	EXCL	Trade (KBRG-F plus more)
1997	KSSJ	Amer. Radio Sys.	John Douglas	\$3,200,000
1997	KBAY-F	Amer. Radio Sys.	CBS	\$41,000,000
1997	KEZR-F	Amer. Radio Sys.	CBS	\$42,000,000
1997	KUFX-F	Amer. Radio Sys.	CBS	\$22,000,000
1997	KSJO-F	Amer. Radio Sys.	CBS	\$30,000,000
1998	KSJX	Douglas	Multicultural	
1998	KOME-F/KUFX-F	CBS	Jacor	Trade
1998	KSJO-F/KUFX-F/KLDZ-F	Jacor	Clear Channel	
1/31/00	KLOK AM, KBRG FM	EXCL	Entravision	
3/6/00	KCNL FM, KSJO FM, KUFX FM	Clear Channel	Chase Radio	Group transaction: \$250,000,000 AMFM/CCU divestiture. Price NA
4/21/00	KZSF AM, KZSJ AM	Z-Spanish	Entravision	

2000 ARB Rank: 184	2000 Revenue: \$12,300,000	Manager's Market Ranking (current): 2.5
2000 MSA Rank: 129	Rev per Share Point: \$197,432	Manager's Market Ranking (future) : 2.8
2000 DMA Rank: 117	Population per Station: 12,921	
2000 Rev Rank: 147 of 173	2000 Revenue Change: 12.8%	Five-year revenue gain % (95-00): 57.7

Revenue History and Projections

	Radio Revenue History					Radio Revenue Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	7.8	8.7	9.7	10.5	10.9	12.3					
Yearly Growth Rate (95-00): 5.6% assigned											
Projected Revenue Estimates:							12.8	13.6	14.5	15.0	16.7
Revenue per Capita:	19.70	21.86	24.07	25.36	26.39	29.64					
Yearly Growth Rate (95-00): 4.7% assigned											
Projected Revenue per Capita:							30.70	32.46	34.44	35.46	39.29
Resulting Revenue Estimate:							13.4	14.2	15.2	15.7	17.5
Revenue as % of Retail Sales:	0.0021	0.0022	0.0024	0.0023	0.0023	0.0025					
Mean % (95-00) 0.0023											
Resulting Revenue Estimate:							12.0	12.7	13.5	14.2	15.0
MEAN REVENUE ESTIMATE:							12.7	13.5	14.4	15.0	16.4

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.396	0.398	0.403	0.414	0.413	0.415	0.417	0.419	0.421	0.423	0.425
Retail Sales (billions):	3.80	4.00	4.10	4.50	4.70	4.90	5.22	5.54	5.86	6.18	6.50

Market Profile

Below-the-Line Listening Shares:	19.8
Unlisted Station Listening:	17.9
Total Lost Listening:	37.7
Available Share Points:	62.3
Number of Viable Stations:	12.5
Average Share Points per Viable Station:	5.0
Rev. per Available Share Point:	\$197,432
Estimated Rev. for Mean Station:	\$987,160
Average HH Income:	\$50,692
Average Age:	34.8
Average Education:	12.7
Average Home Value:	\$340,900
Population Change (1999-2004):	2.4
Retail Sales Change (1999-2004):	31.5
Cable Penetration:	80.1
Number of Class B or C FMs:	5

Confidence Levels

2000 Revenue Estimates: Slightly Below Normal
 2001-to-2005 Revenue Estimates: Slightly Below Normal

Comments: Market reports revenue to Miller, Kaplan. KJEE-F, KDB-F, KEYT, KBKO and KSPE-F did not participate

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$12,300,000	100.0	0.0025
Television			
Newspaper			
Outdoor			
Cable TV			
Media Totals:	\$12,300,000		0.0025

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: KIST AF, KTMS AM, KTYD FM, KSBL FM	\$5,102,000	41.5
2 Cumulus Media: KKSB FM, KMGQ FM, KRUZ FM	\$3,250,000	26.4
3 KBKO AM, KSPE FM (LMA to Clear Channel):	\$850,000	6.9
4 Pacific Broadcasting Co.: KDB FM	\$650,000	5.3
5 James Evans: KJEE FM	\$640,000	5.2
6 Smith Bcstg.: KEYT AM	\$310,000	2.5
7 Rotijefco, Inc.: KZBN AM	\$210,000	1.7

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KRUZ FM	AC	\$2,300,000	18.7
2 KTYD FM	AOR	\$2,250,000	18.3
3 KSBL FM	AC	\$1,650,000	13.4
4 KBKO/KSPE AFSP	J	\$850,000	6.9
5 KMGQ FM	F	\$700,000	5.7
6 KDB FM	CL	\$650,000	5.3
7 KJEE FM	AC/NR	\$640,000	5.2
8 KTMS AM	T	\$560,000	4.6
9 KIST FM	CHR	\$380,000	3.1
10 KEYT AM	N	\$310,000	2.5
11 KIST AM	O	\$270,000	2.2
12 KKSB FM	CHR	\$250,000	2.0
13 KZBN AM	ST	\$210,000	1.7

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	66.8	\$5,638,000	(+10.2)
National:	33.2	\$2,801,000	(+14.7)

Note: Trade equals 12.5% of local. It was 13.3% in 1999 and 12.4% in 1998.

NOTE: Clear Channel LMAs local stations KBKO and KSPE-F. Combined with CCU's own cluster, this combo's \$858,000 in revenues and 6.9% revenue share put CCU's own share of the market revenue at 48.5%.

Santa Barbara

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
	Tenet Healthcare 171	Tenet Healthcare Corp.		Network Hardware Resale

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	89.6	<\$20: 17.5	12-to-24 23.0
Black:	3.1	\$20-\$49.9: 33.3	25-to-54 51.4
Amer. Indian:	1.2	\$50-\$99.9: 32.8	55-plus 25.6
Asian/Pac. Isl.:	6.1	\$100+: 16.5	Non High School Grad: 20.0
Hispanic: *	34.2		High School Grad: 21.1
			College 1-3 years: 32.3
			College 4+ years: 26.6

Viable Stations

KBKO/KSPE-AF	KDB-FM	KEYT-AM	KIST-AM
KIST-FM	KJEE-FM	KKSB-FM	KMGQ-FM
KRUZ-FM	KSBL-FM	KSPE-FM	KTMS-AM
KTYD-FM	KZBN-AM		

Colleges and Universities

	(# of Students)
U. of California: Santa Barbara	19,349
Santa Barbara City Coll.	12,218
Westmont Coll.	1,313
Brooks Inst. of Photography	379
Antioch Southern California at Santa Barbara	216
Total Students (FT & PT)	33,475

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KEYT-TV	Santa Barbara	3	ABC	Smith	
KSBB-TV	San Luis Obispo	6	NBC	SJL	
KCOY-TV	Santa Maria	12	CBS	Ackerley	
KKFX-LP	San Luis Obispo	24	FOX	Ackerley	
KTAS	San Luis Obispo	33	UNI	R&C	
KTSB-LP	Santa Barbara	43	PAX	J. B.	
KADY-TV	Oxnard	63	UPN	Biltmore	

Major Daily Newspapers

	AM	PM	Sun	Owner
Santa Barbara News-Press	44,956		49,136	Ampersand Holdings LLC

Weather Data

NO WEATHER DATA AVAILABLE.

Employment Breakdowns

By Industry

1 Retail Trade	32,719	17.00%
2 Manufac., Durables	19,482	10.12%
3 Educational Svcs.	19,366	10.06%
4 Other Prof. Svcs.	15,882	8.25%
5 Agri., Forestry & Fisheries	13,364	6.94%
6 Construction	13,296	6.91%
7 Health Svcs.	13,154	6.83%
8 Fin., Ins. & Real Estate	12,568	6.53%
9 Business & Repair Svcs.	9,947	5.17%
10 Personal Svcs.	8,818	4.58%
Total Metro Employees	192,451	
Top 10 Total Employees	158,596	82.41%

By Occupation

Professional	31,350	16.29%
Admin. Support/Clerical	29,228	15.19%
Exec., Admin. & Managerial	24,206	12.58%
Sales	22,357	11.62%
Svc., Exclud. Protective & HH	21,665	11.26%
Precis. Produc./Craft/Repair	20,767	10.79%
Farming, Forestry & Fishing	12,069	6.27%
Technicians & Support	7,471	3.88%
Machine Oprs., Fab., Assemb. & Inspec.	7,367	3.83%
Handlers, Cleaners, Help., Laborers	6,238	3.24%

Unemployment

All of 1995	6.7%
All of 1996	5.7%
All of 1997	5.0%
All of 1998	4.4%
All of 1999	3.9%

Major Radio Station Sales

Major Radio Station Sales Since 1990

Year	Calls	From	To	Price	(E)
1990	KBBQ			\$300,000	
1992	KIST, WMGQ-F	Receivership		\$1,500,000	
1992	KKJZ	Sold by Ron Cutler		\$450,000	
1992	KTYD-F	Sold by Home News			
1993	KTMS, KHXY-F	by AT & T		\$4,000,000	
1993	KQSB			\$332,000	
1994	KCQR-F (Ellwood)		Dick Marsh	\$1,200,000	
1994	KKSB			\$300,000	
1995	KRUZ-F	Schuele	Howard Grafman	\$3,000,000	
1996	KTMS, KHXY-F	Sold by Atmor		\$2,000,000	
1996	KIST, KMGQ-F			\$3,500,000	
1997	KIST (1340)		Jacor	\$850,000	
1998	KLDZ-F		Jacor	\$1,500,000	
1998	KTMS	Engles	KEYT-TV	\$1,600,180	
1998	KBKO/KSPE-F		Jacor	\$4,600,000	
1998	KTMS/KXXT/KSBL-F/KTYD-F/ KIST/KBKO/KSPE-F	Jacor	Clear Channel		
12/20/99	KMGQ FM, KKSB FM	McDonald Media	Cumulus	Group: \$41,000,000	
12/20/99	KRUZ FM	Pacific Coast Communications	Cumulus	\$10,000,000	
7/25/00	KDB FM	Pacific Broadcasting Co.	Pacific Broadcasting Co.		

2000 ARB Rank:	113	2000 Revenue:	\$13,400,000	Manager's Market Ranking (current):	3.3
2000 MSA Rank:	114	Rev per Share Point:	\$310,905	Manager's Market Ranking (future) :	3.7
2000 DMA Rank:	5 (San Francisco)	Population per Station:	28,900		
2000 Rev Rank:	139 of 173	2000 Revenue Change:	12.6%	Five-year revenue gain % (95-00):	65.4

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	8.1	9.0	9.8	10.7	11.9	13.4					
Yearly Growth Rate (95-00): 5.8% assigned											
Projected Revenue Estimates:							13.9	14.8	15.7	16.9	18.3
Revenue per Capita:	18.71	20.69	22.17	23.99	26.44	29.32					
Yearly Growth Rate (95-00): 4.6% assigned											
Projected Revenue per Capita:							29.96	31.42	32.85	34.99	37.35
Resulting Revenue Estimate:							14.6	15.5	16.4	17.7	19.2
Revenue as % of Retail Sales:	0.0018	0.0019	0.0019	0.0019	0.0021	0.0022					
Mean % (95-00) 0.0020											
Resulting Revenue Estimate:							13.4	14.5	15.5	16.6	17.6
MEAN REVENUE ESTIMATE:							14.0	14.9	15.9	17.1	18.4

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.433	0.435	0.442	0.446	0.450	0.457	0.464	0.471	0.478	0.483	0.490
Retail Sales (billions):	4.50	4.80	5.10	5.60	5.80	6.20	6.72	7.24	7.76	8.28	8.80

Market Profile

Below-the-Line Listening Shares:	44.6
Unlisted Station Listening:	12.3
Total Lost Listening:	56.9
Available Share Points:	43.1
Number of Viable Stations:	10.0
Average Share Points per Viable Station:	4.3
Rev. per Available Share Point:	\$310,905
Estimated Rev. for Mean Station:	\$1,336,892
Average HH Income:	N/A
Average Age:	37.2
Average Education:	13.0
Average Home Value:	N/A
Population Change (1999-2004):	7.3
Retail Sales Change (1999-2004):	42.8
Cable Penetration:	N/A
Number of Class B or C FMs:	N/A

Highest Billing Radio Entities

(includes duopolies and combos)

Combined Revenue **Revenue Share**

Highest Billing Stations

RELIABLE ESTIMATES ARE NOT AVAILABLE FOR THIS MARKET

Confidence Levels

2000 Revenue Estimates:	Below Normal
2001-to-2005 Revenue Estimates:	Below Normal

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$13,400,000	100.0	0.0022
Television			
Newspaper			
Outdoor			
Cable TV			
Media Totals:	\$13,400,000		0.0022

Note: Use Newspaper and Outdoor estimates with caution.

Santa Rosa

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	93.1	<\$20: 15.8	12-to-24 18.0
Black:	1.6	\$20-\$49.9: 33.1	25-to-54 56.5
Amer. Indian:	1.3	\$50-\$99.9: 36.2	55-plus 25.5
Asian/Pac. Isl.:	4.0	\$100+: 14.9	Non High School Grad: 15.5
Hispanic: *	14.9		High School Grad: 24.0
			College 1-3 years: 35.9
			College 4+ years: 24.6

Viable Stations

KFGY-FM	KGRP-FM	KJZY-FM	KMGG-FM
KMHX-FM	KRPQ-FM	KRSH-FM	KSRO-AM
KSXY-FM	KXFX-FM	KZST-FM	

Colleges and Universities

Colleges and Universities	(# of Students)
Santa Rosa Junior Coll.	23,966
Sonoma State U.	7,003
Pacific Union Coll.	1,558
Empire Coll.	387
Heald Business College: Santa Rosa	250
Total Students (FT & PT)	33,164

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KFTY-TV	Santa Rosa	50	IND	Ackerley	
Also see San Francisco					

Major Daily Newspapers

Major Daily Newspapers	AM	PM	Sun	Owner
The Press Democrat	92,529		102,366	New York Times Co.

Weather Data

NO WEATHER DATA AVAILABLE.

Employment Breakdowns

By Industry			By Occupation			Unemployment	
1 Retail Trade	39,340	17.82%	Admin. Support/Clerical	33,809	15.32%	All of 1995	5.5%
2 Construction	19,814	8.98%	Professional	32,730	14.83%	All of 1996	4.4%
3 Fin., Ins. & Real Estate	18,947	8.58%	Exec., Admin. & Managerial	29,718	13.46%	All of 1997	3.8%
4 Manufac., Durables	18,553	8.40%	Sales	28,176	12.76%	All of 1998	3.3%
5 Health Svcs.	18,342	8.31%	Precis. Produc./Craft/Repair	27,234	12.34%	All of 1999	2.7%
6 Other Prof. Svcs.	16,312	7.39%	Svc., Exclud. Protective & HH	23,391	10.60%		
7 Educational Svcs.	16,111	7.30%	Machine Oprs., Fab., Assemb. & Inspec.	9,012	4.08%		
8 Business & Repair Svcs.	11,596	5.25%	Handlers, Cleaners, Help., Laborers	8,685	3.93%		
9 Manufac., Non-Durables	9,521	4.31%	Technicians & Support	8,007	3.63%		
10 Agri., Forestry & Fisheries	9,270	4.20%	Farming, Forestry & Fishing	7,743	3.51%		
Total Metro Employees	220,756						
Top 10 Total Employees	177,806	80.54%					

Major Radio Station Sales

Major Radio Station Sales Since 1994

Year	Calls	From	To	Price	(E)
1994	KRPQ-F			\$2,080,000	
1995	KMGG-F	Liggett	Dames/Bunyard	\$1,400,000	
1996	KJZY-F (93.7, Sebastapol)		KZST-F owner	\$725,000	
1996	KMGG-F		Amaturo	\$3,100,000	
1996	KSRO, KXFX-F, KLCQ-F	Fuller-Jeffrey	Amaturo	\$5,700,000	
1997	KMXN (1150)		Jacor	\$100,000	
1998	KMHX-F		Results Radio	\$1,330,000	
1998	KHBG-F			\$1,100,000	
1998	KHBG-F		Constant	\$2,200,000	
3/20/00	KFGY FM, KMGG FM, KSRO AM, KXFX FM	Amaturo	Emerald City Radio	Est. \$15,000,000-\$17,000,000	

2000 ARB Rank:	154	2000 Revenue:	\$18,100,000	Manager's Market Ranking (current):	3.1
2000 MSA Rank:	169	Rev per Share Point:	\$213,948	Manager's Market Ranking (future) :	3.3
2000 DMA Rank:	100	Population per Station:	12,437		
2000 Rev Rank:	108 of 173	2000 Revenue Change:	9.7%	Five-year revenue gain % (95-00):	43.7

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	12.6	13.4	14.0	15.0	16.5	18.1					
Yearly Growth Rate (95-00): 5.7% assigned											
Projected Revenue Estimates:							18.8	20.0	21.2	23.1	24.7
Revenue per Capita:	44.68	47.02	48.61	52.08	56.51	61.57					
Yearly Growth Rate (95-00): 4.8% assigned											
Projected Revenue per Capita:							63.51	67.11	70.67	76.24	80.98
Resulting Revenue Estimate:							19.7	20.9	22.2	24.2	25.9
Revenue as % of Retail Sales:	0.0039	0.0041	0.0040	0.0042	0.0043	0.0044					
Mean % (95-00) 0.0042											
Resulting Revenue Estimate:							18.4	19.6	20.7	21.9	23.1
MEAN REVENUE ESTIMATE:							19.0	20.2	21.4	23.1	24.6

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.282	0.285	0.288	0.288	0.292	0.294	0.296	0.298	0.300	0.303	0.305
Retail Sales (billions):	3.20	3.30	3.50	3.60	3.80	4.10	4.38	4.66	4.94	5.22	5.50

Market Profile

Below-the-Line Listening Shares:	2.2
Unlisted Station Listening:	13.2
Total Lost Listening:	15.4
Available Share Points:	84.6
Number of Viable Stations:	14.5
Average Share Points per Viable Station:	5.8
Rev. per Available Share Point:	\$213,948
Estimated Rev. for Mean Station:	\$1,240,898
Average HH Income:	\$37,480
Average Age:	33.6
Average Education:	11.7
Average Home Value:	\$63,400
Population Change (1999-2004):	3.8
Retail Sales Change (1999-2004):	37.4
Cable Penetration:	69.7
Number of Class B or C FMs:	12

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. WLOW-F, WRHQ-F, WGCO-F, WWV-F and others do not participate.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$18,100,000	21.7	0.0044
Television	\$30,500,000	36.5	0.0074
Newspaper	\$29,000,000	34.7	0.0071
Outdoor	\$3,400,000	4.1	0.0008
Cable TV	\$2,500,000	3.0	0.0006
Media Totals:	\$83,500,000		0.0204

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: WAEV FM, WCHY AM, WLVA FM, WSOC AM, WYKZ FM	\$7,550,000	41.7
2 Cumulus Media: WBMQ AM, WEAS FM, WIXV FM, WJCL FM, WJLG AM, WSIS FM, WZAT FM	\$6,820,000	37.7
3 Triad: WFXH FM, WFXH AM, WGCO FM, WGZR FM, WLOW FM, WWV-F	\$1,770,000	9.8
4 Thoroughbred Communications, Inc.: WRHQ FM	\$680,000	3.8

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WAEV FM	AC	\$2,440,000	13.5
2 WEAS FM	B	\$2,200,000	12.2
3 WJCL FM	C	\$1,900,000	10.5
4 WYKZ FM	SAC	\$1,880,000	10.4
5 WLVA FM	B/AC	\$1,770,000	9.8
6 WZAT FM	CHR	\$1,120,000	6.2
7 WSOC AM	C	\$960,000	5.3
8 WBMQ AM	T	\$700,000	3.9
9 WRHQ FM	AOR-P	\$680,000	3.8
10 WIXV FM	CL AOR	\$560,000	3.1
11 WGCO FM	O	\$540,000	3.0
12 WSOC AM	B/G	\$500,000	2.8
13 WFXH FM	CL AOR	\$460,000	2.5
14 WLOW FM	ST	\$400,000	2.2
15 WWV-F	AC/NR	\$370,000	2.0
16 WJLG AM	G	\$190,000	1.0
17 WSIS FM	B/O	\$150,000	0.8

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	79.0	\$12,595,000	(+5.9)
National:	21.0	\$3,354,000	(+21.5)

Note: Trade equals 7.7% of local. In 1999, it was 6.8% and in 1998, it was 5.2%

Savannah

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Shipping/Port Military Timber Paper Airplanes				

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	60.1	<\$20: 26.0	12-to-24 22.6
Black:	38.0	\$20-\$49.9: 36.3	25-to-54 52.6
Amer. Indian:	0.2	\$50-\$99.9: 29.0	55-plus 24.8
Asian/Pac. Isl.:	1.7	\$100+: 8.6	Non High School Grad: 26.7
Hispanic: *	2.2		High School Grad: 32.1
			College 1-3 years: 23.4
			College 4+ years: 17.8

Viable Stations

WAEV-FM	WBMQ-AM	WEAS-FM	WFXH-FM
WGCO-FM	WIXV-FM	WJCL-FM	WLOW-FM
WLVH-FM	WRHQ-FM	WSCA-FM	WSOK-AM
WWVV-FM	WYKZ-FM	WZAT-FM	

Colleges and Universities

	(# of Students)
Armstrong Atlantic State U.	5,322
Savannah C of Art and Design	3,928
Savannah State U.	2,283
Technical C of the Lowcountry	1,687
Savannah Technical Inst.	1,575
U. of South Carolina at Beaufort	1,200
South Coll.	445
Total Students (FT & PT)	16,440

Best Golf Courses

Long Cove Club (Hilton Head), Harbour Town (Hilton Head), Many others in Hilton, Head area

Weather Data

Elevation:	46		
Annual Precipitation:	48.4 in.		
Annual Snowfall:	0.2 in.		
Average Windspeed:	8.2 (SW)		
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	61.1	90.8	76.8
Avg. Min Temp:	38.7	71.3	54.9
Average Temp:	49.9	81.1	65.9

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WSAV-TV	Savannah	3	NBC	Media General	
WVAN-TV	Pembroke	9	PBS	GA PTV	
WTOC-TV	Savannah	11	CBS	Raycom	
WJCL	Savannah	22	ABC	GOCOM	
WTGS	Hardeeville	28	FOX	Brissette	GOCOM
WGSA	Baxley	34	UPN	Southern	

Major Daily Newspapers

	AM	PM	Sun	Owner
Savannah Morning News	61,118		75,939	Morris Communications Corp.

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade 22,874 17.84%	Admin. Support/Clerical 20,164 15.73%	Jul 90: 5%
2 Health Svcs. 12,392 9.67%	Professional 17,300 13.49%	Jul 91: 4.8%
3 Construction 11,255 8.78%	Precis. Produc./Craft/Repair 16,861 13.15%	Jul 92: 6.9%
4 Manufac., Non-Durables 10,493 8.19%	Sales 15,729 12.27%	Jul 93: 5.3%
5 Educational Svcs. 9,894 7.72%	Svc., Exclud. Protective & HH 14,415 11.24%	Jul 94: 5.9%
6 Manufac., Durables 9,620 7.50%	Exec., Admin. & Managerial 13,843 10.80%	All of 1995 5.2%
7 Transportation 8,566 6.68%	Machine Oprs., Fab., Assemb. & Inspec. 7,159 5.58%	All of 1996 4.9%
8 Other Prof. Svcs. 7,748 6.04%	Transportation & Moving 6,748 5.26%	All of 1997 4.9%
9 Fin., Ins. & Real Estate 6,757 5.27%	Handlers, Cleaners, Help., Laborers 5,487 4.28%	All of 1998 4.5%
10 Public Administration 6,645 5.18%	Technicians & Support 4,976 3.88%	All of 1999 4.2%
Total Metro Employees 128,197		
Top 10 Total Employees 106,244 82.88%		

Major Radio Station Sales

Major Radio Station Sales Since 1994

Year	Calls	From	To	Price	(E)
1994	WGCO-F (Jesup)	Intermart	Clark	\$935,000	
1994	WCHY A/F	Roth	Wheeling-Pitts.	\$4,800,000	
1995	WSOK, WAEV-F	Opus	Southeastern	\$2,350,000	
1995	WLVH-F	Opus	Southeastern	\$2,000,000	
1995	WCHY A/F	Wheeling-Pitts.	Patterson	\$4,800,000	
1995	WYKZ-F (Beaufort)		Patterson	\$1,500,000	
1996	WBMQ, WIXV-F	McCormick	Point	\$4,500,000	
1996	WSGF-F		Point	\$700,000	
1996	WSOK, WAEV-F, WLVH-F	Southeastern	Patterson	\$11,000,000	
1996	WEAS A/F	Rivers	Eddie Esserman	\$3,700,000	
1996	WGCO-F	Clark	Adventure	\$2,400,000	
1997	WSOK	Patterson	Capstar	\$1,300,000	
1997	WAEV-F	Patterson	Capstar	\$7,800,000	
1997	WLVH-F	Patterson	Capstar	\$5,400,000	
1997	WYKZ-F	Patterson	Capstar	\$2,300,000	
1997	WCHY-AF	Patterson	Capstar	\$8,700,000	
1998	WBMQ, WIXV-F, WSGF-F		Cumulus		
1998	WJCL-F	Lewis	Cumulus	\$7,250,000	
1998	WEAS-AF	Esserman	Cumulus	\$5,250,000	
1998	WZAT-F	Gulf Atlantic	Capstar	\$3,500,000	
1998	WSGA		Genesis	\$200,000	
7/28/99	WHGM AM	Genesis Communications	Gilliam Communications		
10/1/99	WAEV FM, WCHY AM, WCHY FM, WLVH FM, WSOK AM, WYKZ FM	AMFM	Clear Channel		
5/30/00	WFXH AM, WFXH FM, WGCO FM, WGZR FM, WLOW FM, WWVV FM	Adventure Communications	Triad		Group price: \$25,500,000
6/5/00	WHBZ FM	Barnacle Broadcasting	Cumulus		

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2000 ARB Rank:	14	2000 Revenue:	\$240,900,000	Manager's Market Ranking (current):	4.7
2000 MSA Rank:	19	Rev per Share Point:	\$2,865,566	Manager's Market Ranking (future) :	4.4
2000 DMA Rank:	12	Population per Station:	103,932	28	
2000 Rev Rank:	13 of 173	2000 Revenue Change:	11.8%	Five-year revenue gain % (95-00):	94.3

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	124.0	132.2	152.5	175.6	215.4	240.9					
Yearly Growth Rate (95-00): 7.2% assigned											
Projected Revenue Estimates:							249.1	263.0	281.4	304.0	328.3
Revenue per Capita:	37.69	39.46	44.72	50.32	61.37	67.82					
Yearly Growth Rate (95-00): 5.6% assigned											
Projected Revenue per Capita:							69.31	72.33	76.51	81.72	87.27
Resulting Revenue Estimate:							260.8	275.4	294.6	318.3	343.7
Revenue as % of Retail Sales:	0.0032	0.0033	0.0037	0.0039	0.0046	0.0047					
Mean % (95-00) 0.0039											
Resulting Revenue Estimate:							216.1	234.2	252.2	270.2	288.2
MEAN REVENUE ESTIMATE:							242.0	257.5	276.1	297.5	320.1

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	3.290	3.350	3.410	3.490	3.510	3.552	3.594	3.636	3.678	3.720	3.762
Retail Sales (billions):	38.50	40.20	41.60	44.80	47.20	50.80	55.42	60.04	64.66	69.28	73.90

Market Profile

Below-the-Line Listening Shares:	0.4
Unlisted Station Listening:	14.8
Total Lost Listening:	15.2
Available Share Points:	84.8
Number of Viable Stations:	23.0
Average Share Points per Viable Station:	3.7
Rev. per Available Share Point:	\$2,865,566
Estimated Rev. for Mean Station:	\$10,602,594
Average HH Income:	\$57,462
Average Age:	36.0
Average Education:	13.1
Average Home Value:	\$118,100
Population Change (1999-2004):	6.0
Retail Sales Change (1999-2004):	46.8
Cable Penetration:	72.4
Number of Class B or C FMs:	17

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan and all viable stations participate. Managers predict 6% to 7% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$240,900,000	21.8	0.0047
Television	\$439,000,000	39.6	0.0086
Newspaper	\$360,000,000	32.5	0.0071
Outdoor	\$34,500,000	3.1	0.0007
Cable TV	\$33,000,000	3.0	0.0006
Media Totals:	\$1,107,400,000		0.0218

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Entercom: KBSG FM, KBSG AM, KIRO AM, KISW FM, KMTT FM, KNDD FM, KNWX AM, KQBZ FM	\$83,850,000	34.5
2 CBS/infinity: KBKS FM, KMPS FM, KYCW AM, KYPT FM, KZOK FM	\$51,900,000	21.4
3 Sandusky Radio: KIXI AM, KLSY FM, KRWM FM, KSRB AM, KWJZ FM	\$36,650,000	15.1
4 Fisher: KOMO AM, KPLZ FM, KVI AM	\$31,100,000	12.8
5 Ackerley Communications: KHHO AM, KJR AM, KMBX FM, KUBE FM	\$30,825,000	12.7
6 Beethoven, Inc.: KING FM	\$4,800,000	2.0
7 Crista Ministries: KCIS AM, KCMS FM	\$2,000,000	0.8
8 Rock On Radio: KFNNK FM	\$1,000,000	0.4

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KIRO AM	N/T	\$22,000,000	9.1
2 KMPS FM	C	\$16,900,000	7.0
3 KLSY FM	AC	\$15,500,000	6.4
4 KBSG FM	O	\$15,400,000	6.3
5 KUBE FM	CHR	\$14,925,000	6.1
6 KPLZ FM	CHR/AC	\$14,700,000	6.0
7 KNDD FM	AOR-NR	\$14,400,000	5.9
8 KZOK FM	CL AOR	\$13,500,000	5.6
9 KBKS FM	CHR/AC	\$12,900,000	5.3
10 KISW FM	AOR	\$12,850,000	5.3
11 KMTT FM	AOR-P	\$11,100,000	4.6
12 KWJZ FM	J	\$10,400,000	4.3
13 KVI AM	T	\$9,300,000	3.8
14 KRWM FM	SAC	\$9,000,000	3.7
15 KYPT FM	CL HITS	\$8,600,000	3.5
16 KJR AM	SPRTS	\$8,000,000	3.3
17 KMBX FM	CL HITS	\$7,900,000	3.3
18 KOMO AM	T	\$7,100,000	2.9
19 KQBZ FM	T	\$4,900,000	2.0
20 KING FM	CL	\$4,800,000	2.0
21 KNWX AM	N	\$3,200,000	1.3
22 KCMS FM	REL-CC	\$2,000,000	0.8
23 KIXI AM	ST	\$1,750,000	0.7
24 KFNNK FM	AOR-NR	\$1,000,000	0.4

NOTE: KIRO's figures do not include sports revenue of about \$9 million.

Major Radio Station Sales

Major Radio Station Sales Since 1994

Year	Calls	From	To	Price	(E)
1994	KXRX-F	Shamrock	Alliance	\$11,700,000	
1994	KZOK-F	Crysler Cap.	EZ	\$19,750,000	
1994	KEZX A/F	Park	Tomlin/Knapp	\$11,000,000	
1994	KING		Bonneville	\$900,000	
1994	KZOK (1590)		Salem	\$500,000	
1994	KJR, KLTX-F		New Century	\$12,500,000	
1994	KUBE-F		New Century	\$17,400,000	
1994	KING FM	Donated to charity		\$9,000,000	
1995	KYCW-F	Alliance	Infinity	\$21,000,000	
1995	KMTT (Tacoma)	Sold by Entercom		\$500,000	
1996	KEZX, KWJZ-F	Park	Sandusky	\$26,000,000	
1996	KRPM, KBKS-F	Heritage	EZ	\$26,000,000	Trade New Orleans stations + cash
1996	KBSG-AF, KNDD-F	Viacom	Entercom	\$85,000,000	
1996	KYCW-F	Infinity	EZ	\$26,000,000	
1996	KISW-F	Nationwide	Entercom		Trade for KTBZ-F in Houston
1996	KEZX, KWJZ-F	Park/Tomlin	Sandusky	\$26,000,000	
1996	KRWM-F	Brown	Sandusky	\$29,250,000	
1996	KBLV (1540, Bellevue)		John Douglas	\$450,000	
1996	KMPS-AF	EZ	Amer. Radio Sys.	\$60,000,000	
1996	KZOK-F	EZ	Amer. Radio Sys.	\$46,000,000	
1996	KYCW-F	EZ	Amer. Radio Sys.	\$29,000,000	
1996	KBKS-F	EZ	Amer. Radio Sys.	\$24,000,000	
1996	KRPM	EZ	Amer. Radio Sys.	\$1,000,000	
1996	KKMO (1360, Tampa)		Douglas	\$900,000	
1996	KMPS	EZ/ARS	Salem	\$2,000,000	
1997	KNWX, KIRO-AF	Traded by Bonneville	Entercom		KLDE-F in Houston
1997	KRPM, KBKS-F	Amer. Radio Sys.	CBS	\$27,000,000	
1997	KMPS-F	Amer. Radio Sys.	CBS	\$74,000,000	
1997	KYCW-F	Amer. Radio Sys.	CBS	\$63,000,000	
1997	KZOK-F	Amer. Radio Sys.	CBS	\$63,000,000	
1997	KKDZ (1250)		Disney/ABC	\$1,200,000	
1997	KHHO (850: Tacoma)			\$2,500,000	
1997	KJR-AF, KUBE-F		taken over by the senior partner - Ackerley		
1998	KXPA	Douglas	Multicultural		
1998	KJR-AF/KUBE-F	New Century	Ackerley	\$17,812,000	
1998	KBRO & KNTB			\$257,500	
1998	KZTS (1360)		Legend	\$350,000	
1998	KZTS (1360)	Legend	Salem	\$500,000	
3/25/99	KWYZ AM (Everett)	Quality Bcstg.	Radio HanKook	\$480,000	
6/29/99	KKBY FM	Joy Communications	Rock On Radio	\$4,500,000	
9/13/00	KBLE AM	Ostrander-Wilson Stations	HHH Broadcasting	\$2,850,000	
11/29/00	KBLE AM	HHH Broadcasting	Sacred Heart Radio	\$3,200,000	

Shreveport

2000 ARB Rank:	130	2000 Revenue:	\$16,000,000	Manager's Market Ranking (current):	3.5
2000 MSA Rank:	131	Rev per Share Point:	\$186,916	Manager's Market Ranking (future):	3.8
2000 DMA Rank:	76	Population per Station:	17,965		
2000 Rev Rank:	120 of 173	2000 Revenue Change:	3.9%	Five-year revenue gain % (95-00):	40.4

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	11.4	11.7	13.0	14.2	15.4	16.0					
Yearly Growth Rate (95-00): 6.0% assigned											
Projected Revenue Estimates:							16.6	17.6	18.9	20.4	22.2
Revenue per Capita:	29.92	30.79	34.03	37.67	40.74	42.44					
Yearly Growth Rate (95-00): 4.6% assigned											
Projected Revenue per Capita:							44.15	46.93	50.54	54.69	59.68
Resulting Revenue Estimate:							17.4	18.4	19.8	21.4	23.2
Revenue as % of Retail Sales:	0.0031	0.0031	0.0033	0.0035	0.0035	0.0036					
Mean % (95-00) 0.0034											
Resulting Revenue Estimate:							16.0	16.8	17.5	18.3	19.0
MEAN REVENUE ESTIMATE:							16.7	17.6	18.7	20.0	21.5

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.381	0.380	0.382	0.377	0.378	0.377	0.376	0.375	0.374	0.373	0.372
Retail Sales (billions):	3.70	3.80	3.90	4.10	4.40	4.50	4.72	4.94	5.16	5.38	5.60

Market Profile

Below-the-Line Listening Shares:	1.5
Unlisted Station Listening:	12.9
Total Lost Listening:	14.4
Available Share Points:	85.6
Number of Viable Stations:	15.0
Average Share Points per Viable Station:	5.7
Rev. per Available Share Point:	\$186,916
Estimated Rev. for Mean Station:	\$1,065,421
Average HH Income:	\$36,699
Average Age:	34.9
Average Education:	11.9
Average Home Value:	\$55,100
Population Change (1999-2004):	-1.3
Retail Sales Change (1999-2004):	22.3
Cable Penetration:	57.7
Number of Class B or C FMs:	9

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports to Miller, Kaplan and all viable stations cooperate.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$16,000,000	15.0	0.0036
Television	\$44,000,000	41.3	0.0098
Newspaper	\$38,800,000	36.4	0.0086
Outdoor	\$4,100,000	3.8	0.0009
Cable TV	\$3,700,000	3.5	0.0008
Media Totals:	\$106,600,000		0.0237

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: KEEL AM, KITT FM, KRUF FM, KTUX FM, KVKI FM, KWKH AM	\$5,960,000	37.3
2 Cumulus Media: KBED FM, KMJJ FM, KRMD FM, KRMD AM	\$5,580,000	34.9
3 Access.1 Communications: KBTT FM, KDKS FM, KLKL FM, KOKA AM, KSYR FM, KTAL FM	\$4,020,000	25.1
4 NWLA Broadcasting Company: KYLA FM	\$220,000	1.4

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KRMD FM	C	\$3,500,000	21.9
2 KVKI FM	AC	\$2,070,000	12.9
3 KMJJ FM	B	\$1,900,000	11.9
4 KBTT FM	B	\$1,720,000	10.8
5 KRUF FM	CHR	\$1,650,000	10.3
6 KITT FM	C	\$710,000	4.4
7 KEEL AM	T	\$640,000	4.0
8 KTUX FM	AOR-NR	\$550,000	3.4
9 KTAL FM	AOR	\$530,000	3.3
10 KDKS FM	O	\$510,000	3.2
11 KLKL FM	O	\$460,000	2.9
12 KSYR FM	CHR	\$440,000	2.8
13 KOKA AM	B/G	\$360,000	2.3
14 KWKH AM	C/O	\$340,000	2.1
15 KYLA FM	C	\$220,000	1.4
16 KRMD AM	SPRTS	\$180,000	1.1

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	87.4	\$13,500,000	(+7.2)
National:	12.6	\$1,940,000	(+0.2)
Note: Trade equals 4.5% of local. It was 5.4% in 1999 and 6.1% in 1998			

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Oil and Gas Lumbering Agriculture Electrical Products Munitions	Murphy Oil	370 Murphy Oil		

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	61.8	<\$20: 31.3	12-to-24 21.7
Black:	37.1	\$20-\$49.9: 35.6	25-to-54 51.3
Amer. Indian:	0.3	\$50-\$99.9: 25.4	55-plus 26.9
Asian/Pac. Isl.:	0.8	\$100+: 7.7	Non High School Grad: 25.1
Hispanic: *	1.6		High School Grad: 32.0
			College 1-3 years: 25.5
			College 4+ years: 17.4

Viable Stations

KBED-FM	KBTT-FM	KDKS-FM	KEEL-AM
KITT-FM	KLKL-FM	KMJJ-FM	KOKA-AM
KRMD-FM	KRUF-FM	KSYR-FM	KTAL-FM
KTUX-FM	KVKI-FM	KWKH-AM	KYLA-FM

Colleges and Universities

	(# of Students)
Louisiana State U. in Shreveport	4,291
Texarkana Coll.	3,989
Bossier Parish CC	2,197
Panola Coll.	1,474
Southern U. in Shreveport	1,349
Texas A&M U.-Texarkana	1,133
Centenary C of Louisiana	1,052
Total Students (FT & PT)	15,485

Best Golf Courses

East Ridge CC, Southern Trace

Weather Data

Elevation:	254		
Annual Precipitation:	44.7 in.		
Annual Snowfall:	0.7 in.		
Average Windspeed:	8.9 (S)		
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	56.6	93.5	76.3
Avg. Min. Temp:	37.8	72.8	55.5
Average Temp:	47.2	83.2	65.9

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KTBS-TV	Shreveport	3	ABC	KTBS	
KTAL-TV	Shreveport	6	NBC	Nexstar	
KSLA-TV	Shreveport	12	CBS	Raycom	
KADO-LP	Shreveport	15	IND	Great Oaks	
KPXJ (JSA)	Minden	21	PAX	Paxson	KTBS, Inc.
KLTS-TV	Shreveport	24	PBS	LA ETV	
KMSS-TV	Shreveport	33	FOX	Comm. Corp.	
KSHV-TV Corp.	Shreveport	45	UPN/WB	White Knight	Comm.

Major Daily Newspapers

	AM	PM	Sun	Owner
The Times	73,023		89,698	Gannett Co. Inc.

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade 26,621 17.28%	Admin. Support/Clerical 24,045 15.61%	Jul 90: 6.1%
2 Health Svcs. 17,473 11.34%	Professional 21,898 14.22%	Jul 91: 7.3%
3 Manufac., Durables 14,938 9.70%	Sales 20,013 12.99%	Jul 92: 8%
4 Educational Svcs. 14,292 9.28%	Svc., Exclud. Protective & HH 18,256 11.85%	Jul 93: 6.5%
5 Fin., Ins. & Real Estate 9,047 5.87%	Precis. Produc./Craft/Repair 17,740 11.52%	Jul 94: 7.6%
6 Other Prof. Svcs. 8,946 5.81%	Exec., Admin. & Managerial 17,166 11.14%	All of 1995 7.3%
7 Construction 8,604 5.59%	Machine Oprs., Fab., Assemb. & Inspec. 9,308 6.04%	All of 1996 7.2%
8 Wholesale Trade 7,500 4.87%	Transportation & Moving 7,799 5.06%	All of 1997 6.9%
9 Public Administration 7,285 4.73%	Technicians & Support 5,390 3.50%	All of 1998 6.5%
10 Manufac., Non-Durables 6,673 4.33%	Handlers, Cleaners, Help., Laborers 5,343 3.47%	All of 1999 4.8%
Total Metro Employees 154,029		
Top 10 Total Employees 121,379 78.80%		

Major Radio Station Sales

Major Radio Station Sales Since 1993

Year	Calls	From	To	Price	(E)
1993	KLKL-F (Benton)		owner of KVKI-F	\$325,000	
1993	KEEL, KITS-F	Multimedia	owner of KVKI-F	\$1,650,000	
1993	KLKL-F (Benton)		Sold to owners of KOKA, KDKS-F, KFLO	\$368,000	
1995	KRMD A/F	AmCom	Benchmark	\$6,800,000	
1996	KWKH A/F	Great Empire	KEEL et al owner	\$4,050,000	
1996	KIOU		Acker	\$70,500	
1996	KRMD A/F	Benchmark	Capstar	\$13,200,000	
1997	KMJJ-F	SunGroup	Sunburst		
1998	KMJJ-F	Sunburs	Capstar	\$5,575,000	
1998	KEEL/KVKI-F/KRUF-F/ KWKH/KITT-F	Progressive	Jacor	\$24,000,000	
1998	KEEL/KITT-F/KWKH/KRUF-F/ KVKI-F/KRVQ-F	Jacor	Clear Channel		
10/29/99	KTUX FM	KTUX, Inc.	Clear Channel	\$5,500,000	
3/6/00	KMJJ FM, KRMD AM, KRMD FM	AMFM	Cumulus	AMFM/CCU divestiture. \$159,000,000 + swaps	
3/31/00	KDKS FM	C&M Broadcasting	Access.1 Communications		
3/31/00	KLKL FM	C&M Broadcasting	Access.1 Communications	\$1,999,235	
3/31/00	KOKA AM	C&M Broadcasting	Access.1 Communications		
5/15/00	KASO AM	Cole Broadcasting	Greenwood Acres Baptist Church	\$375,000	
5/25/00	KRVQ FM, KSYR FM	The Mitchell Group	Access.1 Communications		Mahlman
9/12/00	KBED FM	Port City Communications, Inc.	Cumulus		
12/27/00	KTAL FM	KCMC, Inc.	Access.1 Communications	\$2,900,000	

Sioux Falls

2000 ARB Rank:	210	2000 Revenue:	\$10,000,000	Manager's Market Ranking (current):	2.0
2000 MSA Rank:	234	Rev per Share Point:	\$124,844	Manager's Market Ranking (future):	2.4
2000 DMA Rank:	111	Population per Station:	10,908		
2000 Rev Rank:	158 of 173	2000 Revenue Change:	7.5%	Five-year revenue gain % (95-00):	35.1

Revenue History and Projections

	Radio Revenue History					Radio Revenue Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	7.4	7.6	8.5	8.9	9.3	10.0					
Yearly Growth Rate (95-00): 5.6% assigned											
Projected Revenue Estimates:							10.4	10.9	11.5	12.3	13.0
Revenue per Capita:	47.44	48.41	53.13	54.94	55.69	59.17					
Yearly Growth Rate (95-00): 4.3% assigned											
Projected Revenue per Capita:							60.47	62.29	64.61	67.58	70.27
Resulting Revenue Estimate:							10.9	11.4	12.0	12.9	13.6
Revenue as % of Retail Sales:	0.0034	0.0033	0.0035	0.0034	0.0034	0.0036					
Mean % (95-00) 0.0034											
Resulting Revenue Estimate:							10.1	10.7	11.4	12.0	12.6
MEAN REVENUE ESTIMATE:							10.5	11.0	11.6	12.4	13.1

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.156	0.157	0.160	0.162	0.167	0.169	0.172	0.175	0.178	0.182	0.185
Retail Sales (billions):	2.20	2.30	2.40	2.60	2.70	2.80	2.98	3.16	3.34	3.52	3.70

Market Profile

Below-the-Line Listening Shares:	7.6
Unlisted Station Listening:	12.3
Total Lost Listening:	19.9
Available Share Points:	80.1
Number of Viable Stations:	13.0
Average Share Points per Viable Station:	6.2
Rev. per Available Share Point:	\$124,844
Estimated Rev. for Mean Station:	\$774,033
Average HH Income:	\$52,051
Average Age:	35.2
Average Education:	12.4
Average Home Value:	\$56,200
Population Change (1999-2004):	9.0
Retail Sales Change (1999-2004):	30.4
Cable Penetration:	66.3
Number of Class B or C FMs:	8

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Southern Minnesota Bcstg Co.: KIKN FM, KKLS FM, KMXC FM, KSOO AM, KXRB AM, KYBB FM	\$4,560,000	45.6
2 Midcontinent Broadcasting: KELO FM, KELO AM, KRRO FM, KTWB FM, KWSN AM	\$4,290,000	42.9
3 Lee Axdahl: KSOB FM	\$600,000	6.0
4 Three Eagles Communications: KJAM AM, KJAM FM, KLQL FM, KQAD AM	\$400,000	4.0
5 Wallace Christensen: KISD FM, KJOE FM, KLOH AM	\$200,000	2.0

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KRRO FM	AOR	\$1,100,000	11.0
2 KELO FM	SAC	\$1,100,000	11.0
3 KKLS FM	CHR	\$1,050,000	10.5
4 KELO AM	FS	\$950,000	9.5
5 KMXC FM	AC	\$940,000	9.4
6 KTWB FM	C	\$900,000	9.0
7 KIKN FM	C	\$880,000	8.8
8 KYBB FM	CL HITS	\$670,000	6.7
9 KXRB AM	C	\$610,000	6.1
10 KSOB FM	CL AOR	\$600,000	6.0
11 KSOO AM	T/SPRTS	\$410,000	4.1
12 KLQL FM	C	\$400,000	4.0
13 KWSN AM	T	\$240,000	2.4
14 KISD FM	O	\$200,000	2.0

Confidence Levels

2000 Revenue Estimates:	Below Normal
2001-to-2005 Revenue Estimates:	Below Normal

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$10,000,000	17.4	0.0036
Television	\$23,700,000	41.2	0.0085
Newspaper	\$19,800,000	34.4	0.0071
Outdoor	\$2,300,000	4.0	0.0008
Cable TV	\$1,700,000	3.0	0.0006
Media Totals:	\$57,500,000		0.0205

Note: Use Newspaper and Outdoor estimates with caution. Split DMA with Mitchell. TV revenue is estimate of Sioux Falls' share. Total TV revenue for DMA is estimated at \$34,000,000.

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
	IBP NorthWestern	117 261		Schwan's Sales Enterprises

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	96.5	<\$20: 16.8	12-to-24 20.9
Black:	0.9	\$20-\$49.9: 36.1	25-to-54 53.2
Amer. Indian:	1.7	\$50-\$99.9: 36.0	55-plus 25.9
Asian/Pac.Isl.:	0.9	\$100+: 11.0	Non High School Grad: 16.6
Hispanic: *	1.0		High School Grad: 34.1
			College 1-3 years: 28.2
			College 4+ years: 21.0

Viab Stations

KELO-AM	KELO-FM	KIKN-FM	KISD-FM
KKLS-FM	KLQL-FM	KMXC-FM	KRRO-FM
KSOB-FM	KSOO-AM	KTWB-FM	KWSN-AM
KXRB-AM	KYBB-FM		

Colleges and Universities

	(# of Students)
Southeast Technical Inst.	1,693
Augustana Coll.	1,655
Dakota State U.	1,154
U. of Sioux Falls	1,039
Minnesota West Community and Technical College: Worthington Campus	705
Kilian CC	178
Total Students (FT & PT)	6,424

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KUSD-TV	Vermillion	2	PBS	SD ETV	
KELO-TV	Sioux Falls	11	CBS	Young	
KSFY-TV	Sioux Falls	13	ABC	Raycom	
KTTW	Sioux Falls	17	FOX	Independent	
KDLT-TV	Mitchell	46	NBC	Red River	

Major Daily Newspapers

	AM	PM	Sun	Owner
Argus Leader	52,561		74,007	Gannett Co. Inc.

Weather Data

Elevation:	1418
Annual Precipitation:	25.3 in.
Annual Snowfall:	39.5 in.
Average Windspeed:	11.2 (SW)
	TOTAL YR.
Avg. Max. Temp:	JAN 24.6 JUL 85.1 56.5
Avg. Min. Temp:	3.7 61.5 34.2
Average Temp:	14.2 73.3 45.4

Employment Breakdowns

By Industry		By Occupation		Unemployment	
1 Retail Trade	16,748 18.44%	Admin. Support/Clerical	16,940 18.65%	All of 1995	2.0%
2 Health Svcs.	10,763 11.85%	Sales	12,272 13.51%	All of 1996	2.1%
3 Fin., Ins. & Real Estate	10,616 11.69%	Professional	11,580 12.75%	All of 1997	2.0%
4 Manufac., Non-Durables	6,627 7.30%	Svc., Exclud. Protective & HH	10,986 12.09%	All of 1998	1.7%
5 Educational Svcs.	6,012 6.62%	Exec., Admin. & Managerial	10,532 11.59%	All of 1999	1.7%
6 Other Prof. Svcs.	5,625 6.19%	Precis. Produc./Craft/Repair	9,243 10.18%		
7 Manufac., Durables	5,150 5.67%	Machine Oprs., Fab., Assemb. & Inspec.	4,800 5.28%		
8 Wholesale Trade	5,045 5.55%	Transportation & Moving	3,650 4.02%		
9 Construction	4,558 5.02%	Handlers, Cleaners, Help., Laborers	3,643 4.01%		
10 Transportation	4,350 4.79%	Technicians & Support	3,121 3.44%		
Total Metro Employees	90,835				
Top 10 Total Employees	75,494 83.11%				

Major Radio Station Sales

Major Radio Station Sales Since 1994

Year	Calls	From	To	Price	(E)
1994	KWSN, KRRO-F		Ray Lamb	\$810,000	
1994	WNAX A/F (Yankton)	Sold by Park		\$5,200,000	
1996	WNAX A/F (Yankton)	Park	Saga	\$7,000,000	
1996	KQAD, KLQL-F	Lamb	Rolland Johnson		
1996	KWSN, KRRO-F	Biddinger	Midcontinent	\$3,000,000	
1997	KSOO, KMXC-F	Traded by T.Ingstad	So. Minnesota	Rapid Cty stns	
1997	KYBB-F		So. Minnesota	\$402,000	
1997	KTWB-F		Midcontinent	\$2,750,000	
4/1/99	KSFS AM		Praise	\$0 with KCGN-F, Ortonville, MN	
11/1/99	KJAM AM, KJAM FM	Madison Broadcasting	Three Eagles	With KJAM-FM: \$1,200,000	
9/19/00	KSFS AM	CGN Corp.	L A Skywave	\$155,000	

South Bend

2000 ARB Rank:	163	2000 Revenue:	\$17,100,000	Manager's Market Ranking (current):	2.7
2000 MSA Rank:	175	Rev per Share Point:	\$212,951	Manager's Market Ranking (future):	3.0
2000 DMA Rank:	87	Population per Station:	13,419		
2000 Rev Rank:	112 of 173	2000 Revenue Change:	6.2%	Five-year revenue gain % (95-00):	46.2

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	11.7	12.5	13.4	15.0	16.1	17.1					
Yearly Growth Rate (95-00): 5.7% assigned											
Projected Revenue Estimates:							17.7	18.8	19.8	21.4	22.9
Revenue per Capita:	45.17	47.89	51.34	57.92	62.16	66.02					
Yearly Growth Rate (95-00): 5.5% assigned											
Projected Revenue per Capita:							68.34	72.59	76.45	82.31	88.08
Resulting Revenue Estimate:							18.5	19.7	20.7	22.4	24.0
Revenue as % of Retail Sales:	0.0045	0.0046	0.0048	0.0052	0.0050	0.0049					
Mean % (95-00) 0.0048											
Resulting Revenue Estimate:							17.6	18.3	19.1	19.9	20.6
MEAN REVENUE ESTIMATE:							17.9	18.9	19.9	21.2	22.5

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.259	0.261	0.261	0.259	0.259	0.259	0.259	0.259	0.259	0.260	0.260
Retail Sales (billions):	2.60	2.70	2.80	2.90	3.20	3.50	3.66	3.82	3.98	4.14	4.30

Market Profile

Below-the-Line Listening Shares:	3.2
Unlisted Station Listening:	16.5
Total Lost Listening:	19.7
Available Share Points:	80.3
Number of Viable Stations:	10.5
Average Share Points per Viable Station:	7.6
Rev. per Available Share Point:	\$212,951
Estimated Rev. for Mean Station:	\$1,618,428
Average HH Income:	\$42,289
Average Age:	35.3
Average Education:	12.4
Average Home Value:	\$50,800
Population Change (1999-2004):	0.4
Retail Sales Change (1999-2004):	29.4
Cable Penetration:	58.5
Number of Class B or C FMs:	4

Highest Billing Radio Entities

(includes duopolies and combos)

Combined Revenue Revenue Share

Highest Billing Stations

RELIABLE ESTIMATES ARE NOT AVAILABLE FOR THIS MARKET

Confidence Levels

2000 Revenue Estimates:	Below Normal
2001-to-2005 Revenue Estimates:	Below Normal

Comments: Market reports revenue to Hungerford. Population and retail sales figures do not include Elkhart. Revenue figures include WBYT-F but no other Elkhart stations.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$17,100,000	20.1	0.0049
Television	\$34,500,000	40.6	0.0099
Newspaper	\$28,000,000	33.0	0.0080
Outdoor	\$2,900,000	3.4	0.0008
Cable TV	\$2,400,000	2.8	0.0007
Media Totals:	\$84,900,000		0.0243

Note: Use Newspaper and Outdoor estimates with caution.

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Auto Parts Metalworking Machinery Transport Equipment				Keystone RV

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	86.8	<\$20: 21.5	12-to-24 23.0
Black:	11.3	\$20-\$49.9: 38.7	25-to-54 49.0
Amer. Indian:	0.4	\$50-\$99.9: 30.7	55-plus 28.1
Asian/Pac. Isl.:	1.5	\$100+: 9.2	Non High School Grad: 23.0
Hispanic: *	3.3		High School Grad: 34.3
			College 1-3 years: 22.6
			College 4+ years: 20.1

Viable Stations

WAOR-FM	WBYT-FM	WHLY-AM	WJVA-AM
WNDV-FM	WNSN-FM	WRBR-FM	WSBT-AM
WSMK-FM	WUBU-FM	WZOC-FM	WZOW-FM

Colleges and Universities

	(# of Students)
U. of Notre Dame	10,289
Indiana U. South Bend	6,676
Ivy Tech State College: Northcentral	2,004
Saint Mary's Coll.	1,317
Goshen Coll.	1,030
Holy Cross Coll.	483
Michiana Coll.	275
Total Students (FT & PT)	22,074

Best Golf Courses

South Bend CC, Knollwood CC

Weather Data

Elevation:	773
Annual Precipitation:	35.4 in.
Annual Snowfall:	65.6 in.
Average Windspeed:	10.6 (SW)
	TOTAL YR.
Avg. Max. Temp:	JAN 31.5 JUL 82.8 58.5
Avg. Min. Temp:	16.5 61.7 39.6
Average Temp:	24.0 72.3 49.1

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WNDU-TV	South Bend	16	NBC	U. of Notre Dame	
WSBT-TV	South Bend	22	CBS	Schurz	
WSJV	Elkhart	28	FOX	Quincy Nwspprs	
WNIT-TV	South Bend	34	PBS	Michiana	
WHME-TV	South Bend	46	IND	LeSea	
WBND-LP	South Bend	58	ABC/UPN	Weigel	

Major Daily Newspapers

	AM	PM	Sun	Owner
South Bend Tribune	74,478		104,640	Schurz Communications Inc.

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade 22,436 18.05%	Admin. Support/Clerical 20,097 16.17%	Jul 90: 5.7%
2 Manufac., Durables 20,867 16.79%	Professional 17,172 13.82%	Jul 91: 5.9%
3 Educational Svcs. 13,681 11.01%	Exec., Admin. & Managerial 15,530 12.49%	Jul 92: 6%
4 Health Svcs. 10,076 8.11%	Sales 15,455 12.43%	Jul 93: 3.7%
5 Manufac., Non-Durables 9,055 7.29%	Svc., Exclud. Protective & HH 14,118 11.36%	Jul 94: 4.8%
6 Fin., Ins. & Real Estate 7,205 5.80%	Precis. Produc./Craft/Repair 13,522 10.88%	All of 1995 4.2%
7 Other Prof. Svcs. 6,919 5.57%	Machine Oprs., Fab., Assemb. & Inspec. 10,890 8.76%	All of 1996 4.0%
8 Construction 5,885 4.73%	Transportation & Moving 5,189 4.17%	All of 1997 3.3%
9 Wholesale Trade 5,838 4.70%	Handlers, Cleaners, Help., Laborers 5,122 4.12%	All of 1998 2.8%
10 Business & Repair Svcs. 5,702 4.59%	Technicians & Support 4,057 3.26%	All of 1999 3.1%
Total Metro Employees 124,294		
Top 10 Total Employees 107,664 86.62%		

Major Radio Station Sales

Major Radio Station Sales Since 1993

Year	Calls	From	To	Price	(E)
1993	WRBR-F	Sold by Booth		\$660,000	
1996	WNDU AF	Notre Dame U.	Federated	\$5,800,000	Cancelled
1998	WNDU-AF	Notre Dame U.	University		
1998	WKAM/WZOW-AF			\$500,000	
10/18/99	WHLY AM, WJVA AM	Times Communications	Artistic Media Properties	\$250,000	
12/6/99	WHPZ FM	Bomar Broadcasting	LeSea Broadcasting	\$280,296	

Spokane

2000 ARB Rank:	91	2000 Revenue:	\$20,900,000	Manager's Market Ranking (current):	2.3
2000 MSA Rank:	124	Rev per Share Point:	\$252,860	Manager's Market Ranking (future):	2.8
2000 DMA Rank:	77	Population per Station:	18,696	23	
2000 Rev Rank:	97 of 173	2000 Revenue Change:	11.2%	Five-year revenue gain % (95-00):	52.6

Revenue History and Projections

	Radio Revenue History					Radio Revenue Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	13.7	14.8	16.4	17.7	18.8	20.9					
Yearly Growth Rate (95-00): 5.8% assigned											
Projected Revenue Estimates:							21.7	23.0	24.7	26.9	28.5
Revenue per Capita:	33.58	36.01	39.71	42.45	44.87	49.76					
Yearly Growth Rate (95-00): 4.9% assigned											
Projected Revenue per Capita:							51.54	54.50	58.39	63.29	66.90
Resulting Revenue Estimate:							22.7	24.1	25.9	28.2	29.8
Revenue as % of Retail Sales:	0.0033	0.0034	0.0036	0.0036	0.0036	0.0038					
Mean % (95-00) 0.0036											
Resulting Revenue Estimate:							21.0	22.1	23.3	24.4	25.6
MEAN REVENUE ESTIMATE:							21.8	23.1	24.6	26.5	28.0

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.408	0.411	0.413	0.417	0.419	0.420	0.421	0.422	0.423	0.425	0.426
Retail Sales (billions):	4.10	4.40	4.60	4.90	5.20	5.50	5.82	6.14	6.46	6.78	7.10

Market Profile

Below-the-Line Listening Shares:	0.0
Unlisted Station Listening:	12.6
Total Lost Listening:	12.6
Available Share Points:	87.4
Number of Viable Stations:	15.5
Average Share Points per Viable Station:	5.6
Rev. per Available Share Point:	\$252,860
Estimated Rev. for Mean Station:	\$1,416,016
Average HH Income:	\$40,542
Average Age:	35.9
Average Education:	12.9
Average Home Value:	\$59,800
Population Change (1999-2004):	1.4
Retail Sales Change (1999-2004):	30.4
Cable Penetration:	59.0
Number of Class B or C FMs:	11

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Morgan Murphy Stations: KEZE FM, KHTQ FM, KVNI AM, KXLI AM, KXLY FM, KXLY AM, KZZU FM	\$7,470,000	33.8
2 Citadel: KAEP FM, KDRK FM, KEYF AM, KEYF FM, KGA AM, KJRB AM, KWHK FM	\$7,250,000	32.8
3 Clear Channel: KAQQ AM, KCDA FM, KISC FM, KKZX FM, KNFR FM, KUDY AM	\$7,140,000	32.3
4 Washington Broadcasting: KTSL FM	\$160,000	0.7
5 KBNP/KSBN Radio: KSBN AM	\$100,000	0.5

Confidence Levels

2000 Revenue Estimates: Slightly below normal
 2001-to-2005 Revenue Estimates: Slightly below normal

Comments: Market reports revenue to Miller, Kaplan. KTSL-F and some others do not participate.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$20,900,000	17.0	0.0038
Television	\$48,000,000	39.1	0.0087
Newspaper	\$45,500,000	37.0	0.0083
Outdoor	\$4,500,000	3.7	0.0008
Cable TV	\$4,000,000	3.3	0.0007
Media Totals:	\$122,900,000		0.0223

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KZZU FM	CHR	\$3,100,000	14.0
2 KDRK FM	C	\$2,900,000	13.1
3 KKZX FM	CL AOR	\$2,840,000	12.9
4 KISC FM	AC	\$2,350,000	10.6
5 KXLY FM	SAC	\$1,600,000	7.2
6 KEYF AF	O	\$1,550,000	7.0
7 KAEP FM	AOR-NR	\$1,450,000	6.6
8 KHTQ FM	AOR	\$1,400,000	6.3
9 KNFR FM	C	\$1,100,000	5.0
10 KXLY AM	N/T	\$880,000	4.0
11 KGA AM	T	\$720,000	3.3
12 KWHK FM	CL AOR	\$450,000	2.0
13 KCDA FM	AC/CHR	\$430,000	1.9
14 KAQQ AM	ST	\$420,000	1.9
15 KEZE FM	AC/CHR	\$390,000	1.8
16 KJRB AM	T/SPRTS	\$180,000	0.8
17 KTSL FM	REL-CC	\$160,000	0.7
18 KVNI AM	C	\$100,000	0.5
19 KSBN AM	T	\$100,000	0.5

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	76.9	\$14,784,000	(+8.9)
National:	23.1	\$4,455,000	(+19.9)

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Medical and Health Mining Lumber and Wood Food Processing Aluminium Products	Avista	239 Avista		

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	94.0	<\$20: 25.4	12-to-24: 20.8
Black:	1.8	\$20-\$49.9: 37.7	25-to-54: 52.6
Amer. Indian:	1.6	\$50-\$99.9: 28.8	55-plus: 26.6
Asian/Pac. Isl.:	2.6	\$100+: 8.0	Non High School Grad: 15.2
Hispanic: *	3.2		High School Grad: 27.7
			College 1-3 years: 36.0
			College 4+ years: 21.1

Viable Stations

KAEP-FM	KAQQ-AM	KCDA-FM	KDRK-FM
KEYF-AF	KEZE-FM	KGA-AM	KHTQ-FM
KISC-FM	KJRB-AM	KKZX-FM	KNFR-FM
KWHK-FM	KXLY-AM	KXLY-FM	KZZU-FM

Colleges and Universities

	(# of Students)
Spokane Falls CC	9,409
Eastern Washington U.	7,688
Spokane CC	6,054
Gonzaga U.	4,045
North Idaho Coll.	3,205
Whitworth Coll.	2,020
ITT Technical Inst.: Spokane	284
Total Students (FT & PT)	32,705

Best Golf Courses

Indian Canyon, Hangman Valley

Weather Data

Elevation:	2356
Annual Precipitation:	16.2 in.
Annual Snowfall:	54.0 in.
Average Windspeed:	8.7 (SW)
	TOTAL YR.
Avg. Max. Temp:	JAN 31.1 JUL 84.3 57.2
Avg. Min. Temp:	19.6 55.1 37.3
Average Temp:	25.4 69.7 47.3

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KREM-TV	Spokane	2	CBS	Belo	
KXLY-TV	Spokane	4	ABC	Spokane	
KHQ-TV	Spokane	6	NBC	KHQ	
KSPS	Spokane	7	PBS	Spokane Schools	
KSKN-TV	Spokane	22	UPN/WB	KSKN	Belo
KAYU	Spokane	28	FOX	Northwest	

Major Daily Newspapers

	AM	PM	Sun	Owner
The Spokesman-Review	112,145		140,354	James Cowles

Employment Breakdowns

By Industry			By Occupation			Unemployment		
1 Retail Trade	35,108	19.09%	Admin. Support/Clerical	28,970	15.75%	Jul 90:	N/A	
2 Health Svcs.	21,063	11.45%	Professional	28,709	15.61%	Jul 91:	N/A	
3 Manufac., Durables	17,759	9.66%	Sales	24,943	13.56%	Jul 92:	N/A	
4 Educational Svcs.	17,726	9.64%	Svc., Exclud. Protective & HH	24,277	13.20%	Jul 93:	N/A	
5 Other Prof. Svcs.	12,675	6.89%	Exec., Admin. & Managerial	21,894	11.90%	Jul 94:	N/A	
6 Fin., Ins. & Real Estate	12,538	6.82%	Precis. Produc./Craft/Repair	18,218	9.91%	All of 1995	5.4%	
7 Wholesale Trade	10,485	5.70%	Machine Oprs., Fab., Assemb. & Inspec.	8,911	4.85%	All of 1996	5.8%	
8 Construction	9,234	5.02%	Transportation & Moving	7,700	4.19%	All of 1997	4.6%	
9 Business & Repair Svcs.	8,896	4.84%	Technicians & Support	7,169	3.90%	All of 1998	4.8%	
10 Transportation	8,177	4.45%	Handlers, Cleaners, Help., Laborers	6,696	3.64%	All of 1999	5.2%	
Total Metro Employees	183,907							
Top 10 Total Employees	153,661	83.55%						

Major Radio Station Sales

Major Radio Station Sales Since 1993

Year	Calls	From	To	Price	(E)
1995	KTRW, KZZU-F		KXLY owner	\$1,750,000	
1995	KEYF A/F, KUDY, KKZX-F	Pourtales	Triathlon	\$7,800,000	
1996	KAQQ, KISC-F, KNFR-F	Silverado	Triathlon	\$8,750,000	
1996	KEZE-F		John Rock	\$1,200,000	
1997	KVNI, KHTQ-F		Morgan Murphy		
1997	KCDA-F	Rook	KNJY-F owner	\$1,500,000	
1997	KEZE-F		Sold to KNJY-F, KCDA-F owner	\$1,200,000	
1997	KTSL-F	Salem	to KCDA-F, KNJY-F owner	\$1,200,000	
1998	KTSL-F			\$1,300,000	
1998	KISC-F	Triathlon	Capstar	\$10,500,000	
1998	KUDY	Triathlon	Capstar		
1998	KNFR-F	Triathlon	Capstar	\$9,700,000	
1998	KAQQ	Triathlon	Capstar	\$800,000	
1998	KEYF-AF	Triathlon	Capstar	\$4,500,000	
1998	KKZX-F	Triathlon	Capstar	\$10,700,000	
1998	KCDA-F/KNJY-F	Rook	Amer. General	\$6,800,000	
1998	KEZE-F	Tom Reed	Morgan Murphy	\$1,400,000	
1998	KTRW	Morgan Murphy	Tom Reed	\$450,000	
1998	KCDA-F/KNJY-F	Washington Bdcstg	Amer. Gen'l	\$6,500,000	
3/2/99	KNJY FM	American General	Citadel	\$4,150,000	
3/5/99	KEYF AM, KEYF FM	Capstar	Citadel		
10/1/99	KAQQ AM	AMFM	Clear Channel	Gp: KKLI-F + \$10,000,000	
10/1/99	KISC FM	AMFM	Clear Channel		
10/1/99	KKZX FM	AMFM	Clear Channel		
10/1/99	KNFR FM	AMFM	Clear Channel		
10/1/99	KUDY FM	AMFM	Clear Channel		
7/17/00	KCDA FM	American Gen	Clear Channel		

Springfield, IL

2000 ARB Rank:	196	2000 Revenue:	\$12,600,000	Manager's Market Ranking (current):	2.8
2000 MSA Rank:	213	Rev per Share Point:	\$154,791	Manager's Market Ranking (future) :	3.0
2000 DMA Rank:	83	Population per Station:	15,009		
2000 Rev Rank:	144 of 173	2000 Revenue Change:	7.7%	Five-year revenue gain % (95-00):	37.0

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	9.2	9.8	10.6	11.1	11.7	12.6					
Yearly Growth Rate (95-00): 5.7% assigned											
Projected Revenue Estimates:							13.1	13.8	14.7	15.7	16.6
Revenue per Capita:	46.47	47.81	52.48	55.78	57.35	61.77					
Yearly Growth Rate (95-00): 4.4% assigned											
Projected Revenue per Capita:							64.22	67.65	72.06	76.96	81.37
Resulting Revenue Estimate:							13.7	14.4	15.4	16.4	17.4
Revenue as % of Retail Sales:	0.0053	0.0054	0.0056	0.0058	0.0059	0.0057					
Mean % (95-00) 0.0056											
Resulting Revenue Estimate:							12.8	13.2	13.7	14.1	14.6
MEAN REVENUE ESTIMATE:							13.2	13.8	14.6	15.4	16.2

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.198	0.205	0.202	0.199	0.204	0.204	0.204	0.204	0.204	0.204	0.204
Retail Sales (billions):	1.75	1.81	1.89	1.93	2.00	2.20	2.28	2.36	2.44	2.52	2.60

Market Profile

Below-the-Line Listening Shares:	3.9
Unlisted Station Listening:	14.7
Total Lost Listening:	18.6
Available Share Points:	81.4
Number of Viable Stations:	11.0
Average Share Points per Viable Station:	7.4
Rev. per Available Share Point:	\$154,791
Estimated Rev. for Mean Station:	\$1,145,453
Average HH Income:	\$46,855
Average Age:	37.7
Average Education:	12.4
Average Home Value:	\$60,200
Population Change (1999-2004):	0.0
Retail Sales Change (1999-2004):	26.0
Cable Penetration:	N/A
Number of Class B or C FMs:	7

Confidence Levels

2000 Revenue Estimates:	Below Normal
2001-to-2005 Revenue Estimates:	Below Normal

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$12,600,000	100.0	0.0057
Television			
Newspaper			
Outdoor			
Cable TV			
Media Totals:	\$12,600,000		0.0057

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Saga: WDBR FM, WQQL FM, WTAX AM, WYMG FM, WYXY FM	\$5,620,000	44.6
2 Mid-West Family Stations: WLUJ FM, WMAY AM, WNNS FM, WQLZ FM	\$4,120,000	32.7
3 Clear Channel: WCVS FM, WFMB FM, WFMB AM	\$2,095,000	16.6

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WDBR FM	CHR	\$1,900,000	15.1
2 WNNS FM	AC	\$1,850,000	14.7
3 WQLZ FM	AOR	\$1,600,000	12.7
4 WFMB FM	C	\$1,350,000	10.7
5 WYMG FM	CL AOR	\$1,250,000	9.9
6 WTAX AM	FS/T	\$950,000	7.5
7 WQQL FM	O	\$850,000	6.7
8 WMAY AM	T	\$670,000	5.3
9 WYXY FM	C	\$570,000	4.5
10 WFMB AM	SPRTS	\$425,000	3.4
11 WCVS FM	CL AOR	\$320,000	2.5

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
		Northeast Utilities	Dot Foods	

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	90.2	<\$20: 21.1	12-to-24 18.4
Black:	8.5	\$20-\$49.9: 37.8	25-to-54 53.8
Amer. Indian:	0.2	\$50-\$99.9: 32.0	55-plus 27.8
Asian/Pac. Isl.:	1.1	\$100+: 9.0	Non High School Grad: 17.4
Hispanic: *	1.1		High School Grad: 32.9
			College 1-3 years: 26.2
			College 4+ years: 23.4

Viable Stations

WCVS-FM	WDBR-FM	WFMB-AM	WFMB-FM
WMAY-AM	WNNS-FM	WQLZ-FM	WQQL-FM
WTAX-AM	WYMG-FM	WYXY-FM	

Colleges and Universities

	(# of Students)
Lincoln Land CC	7,372
U. of Illinois: Springfield	4,179
Lincoln Coll.	890
Illinois Coll.	883
Lincoln Christian College and Seminary	804
MacMurray Coll.	635
Blackburn Coll.	507
Springfield College in Illinois	392
Total Students (FT & PT)	15,662

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WCIA	Champaign	3	CBS	Nexstar	
WSEC	Jacksonville	14	PBS		Nexstar
WAND	Decatur	17	ABC	Block	
WICS-TV	Springfield	20	NBC	Sinclair	
WBUI	Decatur	23	WB/PAX	ACME	
WCCU	Urbana	27	S: WRSP	Bahakel	
WCFN	Springfield	49	S: WCIA	Midwest TV	
WRSP-TV	Springfield	55	FOX	Bahakel	

Major Daily Newspapers

	AM	PM	Sun	Owner
The State Journal-Register	61,217		70,424	Copley Press Inc.

Best Golf Courses

Weather Data

NO WEATHER DATA AVAILABLE.

Employment Breakdowns

By Industry				By Occupation				Unemployment	
1	Public Administration	21,020	19.73%	Admin. Support/Clerical	23,872	22.41%	All of 1995	4.4%	
2	Retail Trade	15,722	14.76%	Exec., Admin. & Managerial	16,847	15.82%	All of 1996	4.5%	
3	Health Svcs.	10,911	10.24%	Professional	16,189	15.20%	All of 1997	4.3%	
4	Fin., Ins. & Real Estate	9,286	8.72%	Sales	11,635	10.92%	All of 1998	3.9%	
5	Educational Svcs.	8,714	8.18%	Svc., Exclud. Protective & HH	11,019	10.34%	All of 1999	3.6%	
6	Other Prof. Svcs.	7,709	7.24%	Precis. Produc./Craft/Repair	9,076	8.52%			
7	Construction	5,584	5.24%	Technicians & Support	4,984	4.68%			
8	Commun. & Pub. Util.	4,042	3.79%	Transportation & Moving	3,321	3.12%			
9	Business & Repair Svcs.	3,953	3.71%	Handlers, Cleaners, Help., Laborers	2,747	2.58%			
10	Transportation	3,689	3.46%	Machine Oprs., Fab., Assemb. & Inspec.	2,421	2.27%			
Total Metro Employees		106,517							
Top 10 Total Employees		90,630	85.09%						

Major Radio Station Sales

Major Radio Station Sales Since 1993

Year	Calls	From	To	Price	(E)
1994	WCVS-F (Virden)		Neuhoff	\$400,000	
1996	WFMB-AF, WCVS-F	Neuhoff	Patterson	\$7,000,000	
1996	WPRC	Central States	Saga	\$200,000	
1996	WTAX	Central States	Saga	\$2,300,000	
1996	WDBR-F	Central States	Saga	\$2,500,000	
1996	WWTE-F	Central States	Saga	\$1,000,000	
1997	WFMB-AF	Patterson	Capstar	\$8,700,000	
1997	WCVS-F	Patterson	Capstar	\$1,700,000	
8/1/98	WCVS FM, WFMB AM, WFMB FM		Capstar	AMFM	
10/1/99	WCVS FM, WFMB AM, WFMB FM		AMFM	Clear Channel	
1/31/01	WLJF FM	LUJ, Inc.	Mid-West Family Stations	\$3,000,000	
2/1/01	WLGFM FM	Cornerstone Community Radio	Mid-West Family Stations	\$3,000,000	

Springfield, MA

2000 ARB Rank:	80	2000 Revenue:	\$18,100,000	Manager's Market Ranking (current):	3.2	
2000 MSA Rank:	89	Rev per Share Point:	\$329,690	Manager's Market Ranking (future):	3.6	
2000 DMA Rank:	105	Population per Station:	32,853	15	Five-year revenue gain % (95-00):	14.6
2000 Rev Rank:	108 of 173	2000 Revenue Change:	-0.5%			

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	15.8	16.8	17.1	17.8	18.2	18.1					
Yearly Growth Rate (95-00): 5.3% assigned											
Projected Revenue Estimates:							18.5	19.2	20.4	21.5	22.8
Revenue per Capita:	26.51	28.28	28.89	30.27	30.95	30.78					
Yearly Growth Rate (95-00): 4.8% assigned											
Projected Revenue per Capita:							31.46	32.65	34.69	36.57	38.78
Resulting Revenue Estimate:							19.4	20.1	21.4	22.5	23.9
Revenue as % of Retail Sales:	0.0029	0.0030	0.0029	0.0030	0.0030	0.0028					
Mean % (95-00) 0.0029											
Resulting Revenue Estimate:							19.5	20.2	20.9	21.6	22.3
MEAN REVENUE ESTIMATE:							19.1	19.8	20.9	21.9	23.0

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.596	0.594	0.592	0.588	0.588	0.588	0.588	0.588	0.588	0.588	0.588
Retail Sales (billions):	5.50	5.60	5.80	5.90	6.10	6.50	6.74	6.98	7.22	7.46	7.70

Market Profile

Below-the-Line Listening Shares:	29.3
Unlisted Station Listening:	15.8
Total Lost Listening:	45.1
Available Share Points:	54.9
Number of Viable Stations:	9.0
Average Share Points per Viable Station:	6.1
Rev. per Available Share Point:	\$329,690
Estimated Rev. for Mean Station:	\$2,011,109
Average HH Income:	\$44,372
Average Age:	35.3
Average Education:	12.7
Average Home Value:	\$125,600
Population Change (1999-2004):	0.0
Retail Sales Change (1999-2004):	22.3
Cable Penetration:	82.3
Number of Class B or C FMs:	3

Confidence Levels

2000 Revenue Estimates:
2001-to-2005 Revenue Estimates:

Comments: Market reports revenue to Miller, Kaplan.
WSPR is the only station which does not cooperate.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$18,100,000	100.0	0.0028
Television			
Newspaper			
Outdoor			
Cable TV			
Media Totals:	\$18,100,000		0.0028

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: WHYN FM, WHYN AM, WNNZ AM, WPKX FM	\$7,340,000	40.6
2 Saga: WAQY FM, WHMP/WLZX AF, WHNP AM, WLZX FM	\$5,000,000	27.6
3 Lappin Communications, Inc.: WMAS FM, WMAS AM	\$4,110,000	22.7
4 Hampshire County Bcstg, LP: WPNI AM, WRNX FM	\$1,200,000	6.6
5 Edmund Dinis: WSPR AM	\$260,000	1.4

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WAQY FM	AOR	\$3,700,000	20.4
2 WMAS FM	AC	\$3,600,000	19.9
3 WHYN FM	AC	\$2,850,000	15.7
4 WPKX FM	C	\$2,750,000	15.2
5 WHMP/WLZX	T/SPRTS	\$1,300,000	7.2
6 WRNX FM	AOR-P	\$1,200,000	6.6
7 WHYN AM	T	\$1,120,000	6.2
8 WNNZ AM	T	\$620,000	3.4
9 WMAS AM	ST	\$510,000	2.8
10 WSPR AM	SP-TP	\$260,000	1.4

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	78.0	\$13,897,000	(+0.1)
National:	22.0	\$3,911,000	(-2.4)
Note: Trade equals 14.8% of local. In 1999, it was 14.6% and in 1998, it was 15.2%			

Commerce and Industry

Important Businesses and Industries

Metal Fabricating
Plastics
Food Products
Paper
Firearms

Fortune 500 Companies

Mass. Mutual Life Ins. 173

Forbes 500 Companies

Forbes Largest Private Companies

Big Y Foods
C&S Wholesale Grocers

INC 500 Companies

Court Square Data Group

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	89.3	<\$20: 25.8	12-to-24 23.3
Black:	8.2	\$20-\$49.9: 36.0	25-to-54 49.5
Amer. Indian:	0.2	\$50-\$99.9: 30.4	55-plus 27.2
Asian/Pac.Isl.:	2.3	\$100+: 7.8	Non High School Grad: 23.8
Hispanic: *	10.9		High School Grad: 31.8
			College 1-3 years: 23.0
			College 4+ years: 21.4

Viable Stations

WAQY-FM	WHMP/WLZX-AF	WHYN-AM	WHYN-FM
WMAS-AM	WMAS-FM	WNNZ-AM	WPKX-FM
WRNX-FM	WSPR-AM		

Colleges and Universities

(# of Students)

U. of Massachusetts Amherst	23,723
Western New England Coll.	4,879
Westfield State Coll.	4,611
Springfield Technical CC	4,336
Springfield Coll.	2,798
Smith Coll.	2,637
American International Coll. (and more)	1,800
Total Students (FT & PT)	49,286

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WWLP-TV	Springfield	22	NBC	WWLP	
WGGB-TV	Springfield	40	ABC	Sinclair	
WGBY-TV	Springfield	57	PBS	WGBH	
WDMR-LP	Springfield	65	TEL	Ch. 13 TV	

Major Daily Newspapers

	AM	PM	Sun	Owner
Union-News; Sunday Republican	92,860		139,107	Advance Publications

Best Golf Courses

Twin Hills CC, Oak Ridge

Weather Data

NO WEATHER DATA AVAILABLE
See Hartford for an approximation

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade 49,996 17.65%	Admin. Support/Clerical 47,351 16.71%	Jul 90: 6.4%
2 Educational Svcs. 36,320 12.82%	Professional 43,850 15.48%	Jul 91: 9.8%
3 Manufac., Durables 32,488 11.47%	Svc., Exclud. Protective & HH 36,095 12.74%	Jul 92: 9%
4 Health Svcs. 28,883 10.20%	Exec., Admin. & Managerial 33,462 11.81%	Jul 93: 7.7%
5 Manufac., Non-Durables 23,361 8.25%	Sales 32,265 11.39%	Jul 94: 6.8%
6 Fin., Ins. & Real Estate 20,469 7.23%	Precis. Produc./Craft/Repair 30,771 10.86%	All of 1995 5.9%
7 Other Prof. Svcs. 16,598 5.86%	Machine Oprs., Fab., Assemb. & Inspec. 20,856 7.36%	All of 1996 4.5%
8 Construction 13,723 4.84%	Technicians & Support 10,129 3.58%	All of 1997 4.2%
9 Transportation 11,589 4.09%	Handlers, Cleaners, Help., Laborers 9,735 3.44%	All of 1998 3.8%
10 Public Administration 11,022 3.89%	Transportation & Moving 9,653 3.41%	All of 1999 3.6%
Total Metro Employees 283,290		
Top 10 Total Employees 244,449 86.29%		

Major Radio Station Sales

Major Radio Station Sales Since 1993

Year	Calls	From	To	Price	(E)
1993	WHYN A/F	Wilks-Schwartz	Radio Equity	\$14,000,000	
1996	WHYN A/F	Radio Equity	Clear Channel	\$14,000,000	
1997	WACM			\$600,000	
1997	WHMP-AF	SFX	Hicks/Chancellor	\$11,000,000	
1997	WPKX-F	SFX	Hicks/Chancellor	\$21,000,000	
1998	WTTT/WRNX-F (interest)			\$625,000	
1998	WNNZ		Clear Channel	\$1,200,000	
7/7/99	WACE AM	Carter Broadcasting	Catholic Family Radio	Group: \$20,000,000 est.	
7/26/99	WARE AM	Eastern Media	Mega	\$475,000	
1/17/00	WACE AM	Carter Broadcasting	Catholic Family Radio	Group: Sale cancelled	
3/9/00	WHMP AM, WHMP FM	AMFM	Saga	AMFM/CCU divestiture. With WHMP-FM: \$12,000,000	
7/21/00	WPVQ FM	Cardwell Broadcasting, Inc.	Dynacom Radio Group		

Springfield, MO

2000 ARB Rank:	146	2000 Revenue:	\$20,000,000	Manager's Market Ranking (current):	3.3
2000 MSA Rank:	156	Rev per Share Point:	\$240,385	Manager's Market Ranking (future):	2.9
2000 DMA Rank:	78	Population per Station:	15,347		
2000 Rev Rank:	103 of 173	2000 Revenue Change:	8.7%	Five-year revenue gain % (95-00):	41.8

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	14.1	15.5	16.4	17.5	18.4	20.0					
Yearly Growth Rate (95-00): 6.0% assigned											
Projected Revenue Estimates:							20.7	21.6	23.4	25.4	26.9
Revenue per Capita:	46.84	51.84	54.31	56.63	58.97	63.49					
Yearly Growth Rate (95-00): 4.8% assigned											
Projected Revenue per Capita:							65.09	67.29	72.22	77.68	81.52
Resulting Revenue Estimate:							21.7	22.6	24.5	26.6	28.2
Revenue as % of Retail Sales:	0.0034	0.0036	0.0036	0.0036	0.0036	0.0038					
Mean % (95-00) 0.0036											
Resulting Revenue Estimate:							19.9	21.2	22.4	23.6	24.8
MEAN REVENUE ESTIMATE:							20.8	21.8	23.4	25.2	26.6

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.301	0.299	0.302	0.309	0.312	0.315	0.318	0.321	0.324	0.327	0.330
Retail Sales (billions):	4.10	4.30	4.50	4.80	5.10	5.20	5.54	5.88	6.22	6.56	6.90

Market Profile

Below-the-Line Listening Shares:	0.6
Unlisted Station Listening:	16.2
Total Lost Listening:	16.8
Available Share Points:	83.2
Number of Viable Stations:	13.0
Average Share Points per Viable Station:	6.4
Rev. per Available Share Point:	\$240,385
Estimated Rev. for Mean Station:	\$1,538,464
Average HH Income:	\$39,201
Average Age:	35.5
Average Education:	11.9
Average Home Value:	\$57,200
Population Change (1999-2004):	4.8
Retail Sales Change (1999-2004):	28.6
Cable Penetration:	46.3
Number of Class B or C FMs:	11

Confidence Levels

2000 Revenue Estimates:	Below Normal
2001-to-2005 Revenue Estimates:	Below Normal

Comments: Market reports to Mill, Kaplan but many stations do not participate.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$20,000,000	20.7	0.0038
Television	\$37,000,000	38.3	0.0071
Newspaper	\$32,200,000	33.3	0.0062
Outdoor	\$3,900,000	4.0	0.0008
Cable TV	\$3,600,000	3.7	0.0007
Media Totals:	\$96,700,000		0.0186

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: KGBX FM, KGMV FM, KGMV AM, KTOZ FM, KXUS FM	\$7,700,000	38.5
2 Journal Broadcast Group: KMXH FM, KTTS FM, KTTS AM	\$3,805,000	19.0
3 Meyer Communications, Inc.: KTXR FM, KWTO AM, KWTO FM	\$2,320,000	11.6
4 Wilks Broadcasting: KHTO FM, KZRQ FM	\$2,280,000	11.4
5 Mid-West Family Stations: KKLH FM, KOMG FM, KOSP FM	\$1,960,000	9.8

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KTTS AF	C	\$3,300,000	16.5
2 KGBX FM	AC	\$3,000,000	15.0
3 KGMV FM	C	\$2,100,000	10.5
4 KHTO FM	CHR	\$1,600,000	8.0
5 KTOZ FM	AC/NR	\$1,500,000	7.5
6 KXUS FM	CL AOR	\$1,100,000	5.5
7 KOSP FM	O	\$1,000,000	5.0
8 KTXR FM	SAC	\$1,000,000	5.0
9 KWTO AM	T	\$820,000	4.1
10 KZRQ FM	AOR	\$680,000	3.4
11 KKLH FM	CL HITS	\$610,000	3.1
12 KMXH FM	C	\$505,000	2.5
13 KWTO FM	CL AOR	\$500,000	2.5
14 KOMG FM	AC	\$350,000	1.8

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Agribusiness Furniture Machinery Cheese Products Electronics Food Containers			Bass Pro	

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	96.8	<\$20: 25.3	12-to-24 23.2
Black:	1.7	\$20-\$49.9: 40.2	25-to-54 50.8
Amer. Indian:	0.5	\$50-\$99.9: 27.2	55-plus 26.0
Asian/Pac.Isl.:	0.9	\$100+:	7.3
Hispanic: *	1.2		

Viable Stations

KADI-FM	KGBX-FM	KGMV-FM	KHTO-FM
KKLH-FM	KMXH-FM	KOMG-FM	KOSP-FM
KTOZ-FM	KTTS-AF	KTXR-FM	KWTO-AM
KWTO-FM	KXUS-FM	KZRQ-FM	

Colleges and Universities

	(# of Students)
Southwest Missouri State U.	16,217
Southwest Baptist U.	3,680
Ozarks Technical CC	3,365
Drury Coll.	2,018
Evangel Coll.	1,489
Berean U.	1,415
Central Bible Coll.	880
(and more)	
Total Students (FT & PT)	30,264

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KYTV	Springfield	3	NBC	Schurz	
KOLR-TV	Springfield	10	CBS	VHR	Quorum
K15CZ	Springfield	15	UPN		
KOZK	Springfield	21	PBS	Ozark PTV	
KDEB	Springfield	27	FOX	Quorum	
KSPR	Springfield	33	ABC	Springfield	

Major Daily Newspapers

	AM	PM	Sun	Owner
Springfield News-Leader	64,175		95,096	Gannett Co. Inc.

Best Golf Courses

Hickory Hills, Twin Oaks, Point Royale

Weather Data

NO WEATHER DATA AVAILABLE.

Employment Breakdowns

By Industry		By Occupation		Unemployment	
1 Retail Trade	31,548 20.55%	Admin. Support/Clerical	23,195 15.11%	Jul 90:	4.4%
2 Health Svcs.	15,565 10.14%	Sales	21,627 14.09%	Jul 91:	5%
3 Manufac., Durables	14,359 9.35%	Professional	19,274 12.56%	Jul 92:	5.3%
4 Educational Svcs.	12,219 7.96%	Svc., Exclud. Protective & HH	18,678 12.17%	Jul 93:	4.8%
5 Manufac., Non-Durables	12,017 7.83%	Precis. Produc./Craft/Repair	17,507 11.40%	Jul 94:	2.9%
6 Other Prof. Svcs.	8,953 5.83%	Exec., Admin. & Managerial	15,656 10.20%	All of 1995	3.4%
7 Construction	8,673 5.65%	Machine Oprs., Fab., Assemb. & Inspec.	11,576 7.54%	All of 1996	3.4%
8 Fin., Ins. & Real Estate	8,392 5.47%	Transportation & Moving	7,642 4.98%	All of 1997	3.4%
9 Wholesale Trade	8,226 5.36%	Handlers, Cleaners, Help., Laborers	6,552 4.27%	All of 1998	3.1%
10 Transportation	7,323 4.77%	Technicians & Support	5,001 3.26%	All of 1999	2.4%
Total Metro Employees	153,516				
Top 10 Total Employees	127,275	82.91%			

Major Radio Station Sales

Major Radio Station Sales Since 1994

Year	Calls	From	To	Price	(E)
1994	KTOZ-F			\$280,000	
1994	KTOZ-AM			\$35,000	
1994	KLTO-F (Sparta)			\$600,000	
1994	KZBE-F (Pleasant Hope)			\$780,000	
1994	KWTO A/F		Meyer	\$1,880,000	
1995	KHTO-F, KZBE-F		KTOZ-F owner	\$1,400,000	
1995	KZPD-F (104.1) (Ash Grove)			\$450,000	
1996	KLTO-F		Great Empire	\$1,063,000	
1996	KTOZ-F		Midwest Family	\$1,800,000	
1996	KHTO-F, KZBE-F			\$1,400,000	
1996	KLFJ (1550)			\$140,000	
1997	KXUS-F	Demaree	Sunburst	\$5,500,000	
1997	KTOZ-F		Sunburst	\$3,300,000	
1998	KTTS	Great Empire	Journal	\$4,500,000	
1998	KLTO-F	Great Empire	Journal	\$2,800,000	
1998	KTTS-F	Great Empire	Journal	\$18,000,000	
2/3/99	KLFJ AM			\$432,500	
9/14/99	KCYO FM	Pearson Broadcasting	Mid-West Family	\$3,000,000	
10/19/99	KIDS AM	Branson Info Radio, LLC	Shepherd of the Hills Entertainment		
3/20/00	KIDS AM	Branson Info Radio, LLC	Shepherd of the Hills Entertainment	Cancelled	
3/20/00	KIDS AM	Branson Info Radio, LLC	Thirteen Forty Productions	\$140,089	
6/6/00	KADI FM	Snowmen Broadcasting	Vision Communications	\$550,000	
7/21/00	KGBX FM, KGMV AM, KGMV FM, KTOZ FM, KXUS FM	Sunburst	Clear Channel		
1/12/01	KAKU FM	American Family Association	Bott Broadcasting Co.		
1/23/01	KHTO FM, KZRQ FM	Radio 2000	Wilks Broadcasting	\$6,000,000	

Stockton

2000 ARB Rank:	85	2000 Revenue:	\$11,000,000	Manager's Market Ranking (current):	2.2
2000 MSA Rank:	95	Rev per Share Point:	\$401,460	Manager's Market Ranking (future) :	2.3
2000 DMA Rank:	19 (Sacramento)	Population per Station:	63,686		
2000 Rev Rank:	150 of 173	2000 Revenue Change:	5.8%	Five-year revenue gain % (95-00):	34.1

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	8.2	8.7	9.1	9.8	10.4	11.0					
Yearly Growth Rate (95-00): 5.0% assigned											
Projected Revenue Estimates:							11.4	12.0	12.6	13.3	14.1
Revenue per Capita:	15.27	16.08	16.79	17.72	18.51	19.16					
Yearly Growth Rate (95-00): 4.3% assigned											
Projected Revenue per Capita:							19.45	20.07	20.66	21.35	22.21
Resulting Revenue Estimate:							11.9	12.6	13.2	13.9	14.8
Revenue as % of Retail Sales:	0.0021	0.0021	0.0021	0.0021	0.0021	0.0021					
Mean % (95-00) 0.0021											
Resulting Revenue Estimate:							11.6	12.3	13.1	13.8	14.5
MEAN REVENUE ESTIMATE:							11.7	12.3	13.0	13.7	14.5

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.537	0.541	0.542	0.553	0.562	0.574	0.586	0.598	0.610	0.623	0.635
Retail Sales (billions):	4.00	4.20	4.40	4.60	4.90	5.20	5.54	5.88	6.22	6.56	6.90

Market Profile

Below-the-Line Listening Shares:	52.8
Unlisted Station Listening:	19.8
Total Lost Listening:	72.6
Available Share Points:	27.4
Number of Viable Stations:	1.0
Average Share Points per Viable Station:	27.4
Rev. per Available Share Point:	\$401,460
Estimated Rev. for Mean Station:	\$11,000,004
Average HH Income:	\$41,947
Average Age:	33.1
Average Education:	11.6
Average Home Value:	\$121,700
Population Change (1999-2004):	10.9
Retail Sales Change (1999-2004):	33.9
Cable Penetration:	N/A
Number of Class B or C FMs:	1

Highest Billing Radio Entities

(includes duopolies and combos)

Combined Revenue Revenue Share

Highest Billing Stations

RELIABLE ESTIMATES ARE NOT AVAILABLE FOR THIS MARKET

Confidence Levels

2000 Revenue Estimates:
2001-to-2005 Revenue Estimates:

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$11,000,000	27.0	0.0021
Television	\$29,700,000	73.0	0.0057
Newspaper			
Outdoor			
Cable TV			
Media Totals:	\$40,700,000		0.0078

Note: Use Newspaper and Outdoor estimates with caution. Split DMA with Sacramento and Modesto. TV revenue is estimate of Stockton's share. Total TV revenue for DMA is estimated at \$283,000,000.

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies AG Spanos Cos	INC 500 Companies

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	76.8	<\$20: 25.3	12-to-24 22.5
Black:	5.8	\$20-\$49.9: 38.1	25-to-54 53.6
Amer. Indian:	1.1	\$50-\$99.9: 29.3	55-plus 23.9
Asian/Pac.Isl.:	16.3	\$100+: 7.3	Non High School Grad: 31.3
Hispanic: *	29.9		High School Grad: 25.3
			College 1-3 years: 30.1
			College 4+ years: 13.3

Viable Stations

KMIX-FM

Colleges and Universities

(# of Students)

U. of T	
San Joaquin Delta Coll.	15,837
U. of the Pacific	5,551
Heald Business College-Stockton	400
Humphreys Coll.	356
Total Students (FT & PT)	22,144

Competitive Media

Major Over the Air Television
See Sacramento

Major Daily Newspapers	AM	PM	Sun	Owner
The Record	55,928		70,793	Omaha World-Herald

Best Golf Courses

Weather Data

NO WEATHER DATA AVAILABLE
See Sacramento for an approximation

Employment Breakdowns

By Industry	By Occupation	Unemployment
		All of 1995 12.3%
		All of 1996 11.2%
		All of 1997 10.6%
		All of 1998 10.6%
		All of 1999 8.7%

Major Radio Station Sales

Major Radio Station Sales Since 1993

Year	Calls	From	To	Price	(E)
1994	KCVR, KWIN-F (Lodi)		Silverado	\$3,300,000	
1996	KJAX		Community Pacific	\$450,000	
1996	KJAX	Comm. Pacific	Capstar	\$500,000	
1996	KVFX-F	Comm. Pacific	Capstar	\$2,100,000	
1997	KCVR, KMIX-F	Silverado	Z-Spanish	\$1,200,000	
1998	KWG	Silverado	KQOD-F owner	\$400,000	
1998	KJOY-F	Jos. Gamble	Silverado	\$3,600,000	
9/9/99	KWG AM	Carson Group, Inc.	Immaculate Heart Broadcasting	\$441,227	
9/23/99	KQOD FM	Carson Group, Inc.	AMFM	\$5,140,000	
10/1/99	KJAX AM	AMFM	Clear Channel		
4/21/00	KCVR AM, KMIX FM	Z-Spanish	Entravision		

www.duncanradio.com

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Syracuse

2000 ARB Rank:	75	2000 Revenue:	\$31,400,000	Manager's Market Ranking (current):	3.2
2000 MSA Rank:	73	Rev per Share Point:	\$394,472	Manager's Market Ranking (future) :	3.1
2000 DMA Rank:	80	Population per Station:	23,287		
2000 Rev Rank:	66 of 173	2000 Revenue Change:	4.7%	Five-year revenue gain % (95-00):	49.5

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	21.0	23.0	25.0	27.9	30.0	31.4					
Yearly Growth Rate (95-00): 6.0% assigned											
Projected Revenue Estimates:							33.0	34.8	36.8	39.3	42.4
Revenue per Capita:	28.00	30.83	33.65	38.06	40.98	43.01					
Yearly Growth Rate (95-00): 5.6% assigned											
Projected Revenue per Capita:							45.33	47.93	50.83	54.51	58.97
Resulting Revenue Estimate:							34.6	36.4	38.5	41.1	44.4
Revenue as % of Retail Sales:	0.0032	0.0034	0.0036	0.0039	0.0039	0.0040					
Mean % (95-00) 0.0037											
Resulting Revenue Estimate:							30.2	31.2	32.1	33.1	34.0
MEAN REVENUE ESTIMATE:							32.6	34.1	35.8	37.8	40.3

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.750	0.746	0.743	0.733	0.732	0.730	0.728	0.726	0.724	0.721	0.719
Retail Sales (billions):	6.60	6.80	6.90	7.20	7.60	7.90	8.16	8.42	8.68	8.94	9.20

Market Profile

Below-the-Line Listening Shares:	5.2
Unlisted Station Listening:	15.2
Total Lost Listening:	20.4
Available Share Points:	79.6
Number of Viable Stations:	11.5
Average Share Points per Viable Station:	6.9
Rev. per Available Share Point:	\$394,472
Estimated Rev. for Mean Station:	\$2,721,857
Average HH Income:	\$45,334
Average Age:	34.7
Average Education:	12.4
Average Home Value:	\$77,300
Population Change (1999-2004):	-1.5
Retail Sales Change (1999-2004):	17.6
Cable Penetration:	75.0
Number of Class B or C FMs:	7

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. WHCD-F and WOLF do not participate.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$31,400,000	19.7	0.0040
Television	\$60,000,000	37.6	0.0076
Newspaper	\$56,500,000	35.4	0.0072
Outdoor	\$6,800,000	4.3	0.0009
Cable TV	\$4,900,000	3.1	0.0006
Media Totals:	\$159,600,000		0.0202

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: WBBS FM, WHCD FM, WHEN AM, WSYR AM, WWHT FM, WYYY FM	\$15,792,000	50.3
2 Citadel: WAQX FM, WLTI FM, WNSS AM, WNTQ FM	\$8,078,000	25.7
3 Galaxy Communications: WKRH FM, WKRL FM, WRDS FM, WSGO AM, WTKV FM, WTKW FM, WTLA AM	\$3,835,000	12.2
4 Buckley Broadcasting: WFBL AM, WSEN FM	\$2,140,000	6.8

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WBBS FM	C	\$5,625,000	17.9
2 WNTQ FM	CHR	\$4,475,000	14.3
3 WYYY FM	AC	\$4,191,000	13.3
4 WSYR AM	FS	\$3,400,000	10.8
5 WAQX FM	AOR	\$2,266,000	7.2
6 WTKW FF	CL AOR	\$1,934,000	6.2
7 WSEN FM	O	\$1,790,000	5.7
8 WWHT FM	CHR	\$1,678,000	5.3
9 WKRL FM	AOR-NR	\$1,559,000	5.0
10 WLTI FM	SAC	\$1,208,000	3.8
11 WHEN AM	SPRTS	\$724,000	2.3
12 WFBL AM	ST	\$350,000	1.1
13 WRDS FM	G	\$217,000	0.7
14 WHCD FM	J	\$174,000	0.6
15 WNSS AM	N	\$129,000	0.4
16 WTLA AM	ST	\$125,000	0.4

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	75.0	\$22,350,000	(+8.0)
National:	25.0	\$7,451,000	(+2.7)
Note: Trade equals 6.2% of local. It was 8.3% in 1999 and 8.9% in 1998			

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies		Forbes 500 Companies		Forbes Largest Private Companies	INC 500 Companies
Machinery Metals Electronics Apparel Agribusiness	Niagara Mohawk Holdings	377	Niagara Mohawk Holdings			

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	91.2	<\$20: 23.5	12-to-24 22.6
Black:	6.4	\$20-\$49.9: 38.0	25-to-54 51.5
Amer. Indian:	0.6	\$50-\$99.9: 30.7	55-plus 25.9
Asian/Pac. Isl.:	1.7	\$100+: 7.7	Non High School Grad: 20.9
Hispanic: *	1.8		High School Grad: 33.2
			College 1-3 years: 24.9
			College 4+ years: 21.0

Viable Stations

WAQX-FM	WBBS-FM	WFBL-AM	WHEN-AM
WKRL-FF	WLTJ-FM	WNTQ-FM	WSEN-FM
WSYR-AM	WTKW-FF	WWHT-FM	WYYY-FM

Colleges and Universities

	(# of Students)
Syracuse U.	10,491
SUNY at Oswego	7,506
Onondaga CC	5,123
Le Moyne Coll.	2,908
Cayuga County CC	2,144
SUNY C of Environmental Science and Forestry	1,714
Cazenovia Coll.	649
(and more)	
Total Students (FT & PT)	31,503

Best Golf Courses

Weather Data

Elevation:	410		
Annual Precipitation:	36.5 in.		
Annual Snowfall:	109.1 in.		
Average Windspeed:	9.8 (WNW)		
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	31.4	82.0	57.4
Avg. Min. Temp:	15.8	61.0	38.8
Average Temp:	23.6	71.5	48.1

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WSTM-TV	Syracuse	3	NBC	Raycom	
WTVH	Syracuse	5	CBS	Granite	
WIXT-TV	Syracuse	9	ABC	Ackerley	
WCNY-TV	Syracuse	24	PBS	PE Council	
WNYS-TV	Syracuse	43	UPN	RKM	Sinclair
WSPX	Syracuse	56	PAX	Paxson	
WSYT	Syracuse	68	FOX	Sinclair	

Major Daily Newspapers

	AM	PM	Sun	Owner
The Post-Standard; Syracuse Herald-Journal; Syracuse Herald American	92,812	48,082	188,922	Advance Publications

Employment Breakdowns

By Industry		By Occupation		Unemployment	
1 Retail Trade	59,102 17.06%	Admin. Support/Clerical	58,718 16.95%	Jul 90:	3.6%
2 Manufac., Durables	41,178 11.88%	Professional	54,986 15.87%	Jul 91:	5.8%
3 Educational Svcs.	40,121 11.58%	Sales	41,107 11.86%	Jul 92:	7.1%
4 Health Svcs.	30,738 8.87%	Exec., Admin. & Managerial	40,427 11.67%	Jul 93:	5.8%
5 Fin., Ins. & Real Estate	23,623 6.82%	Precis. Produc./Craft/Repair	38,635 11.15%	Jul 94:	5.5%
6 Other Prof. Svcs.	22,613 6.53%	Svc., Exclud. Protective & HH	38,167 11.02%	All of 1995	5.5%
7 Construction	21,147 6.10%	Machine Oprs., Fab., Assemb. & Inspec.	21,559 6.22%	All of 1996	4.8%
8 Manufac., Non-Durables	18,285 5.28%	Transportation & Moving	14,320 4.13%	All of 1997	4.7%
9 Wholesale Trade	15,865 4.58%	Technicians & Support	13,078 3.77%	All of 1998	4.1%
10 Commun. & Pub. Util.	13,922 4.02%	Handlers, Cleaners, Help., Laborers	11,913 3.44%	All of 1999	4.3%
Total Metro Employees	346,478				
Top 10 Total Employees	286,594 82.72%				

Major Radio Station Sales

Major Radio Station Sales Since 1994

Year	Calls	From	To	Price	(E)
1994	WTKW-F (Bridgeport)		WKRL owner	\$100,000	
1994	WHEN A/F	Park	Tomlin/Knapp	\$3,500,000	
1995	WNDR, WNTQ-F	Osborn	Pilot	\$12,500,000	
1996	WHEN-AF	Park/Tomlin	Cox	\$4,500,000	
1996	WSYR	NewCity	Cox	\$9,000,000	
1996	WYYY-F	NewCity	Cox	\$21,000,000	
1996	WBBS-F	NewCity	Cox	\$8,000,000	
1996	WXCD-F (105.9)		Pilot	\$2,000,000	
1997	WMBO, WPCX-F (Auburn)			\$1,685,000	
1997	WXOS-F (96.7: Oswego)		WOLF owner	\$65,000	
1998	WMBO (Auburn)	WJCD-F owner	WOLF owner		
2/11/99	WBBS FM, WHEN AM, WSYR AM, WWHT FM, WYYY FM	Cox Radio	Clear Channel		
8/10/99	WHCD FM	Salt City Radio	Clear Channel	\$3,000,000	
10/27/99	WAQX FM, WLTJ FM, WNSS AM, WNTQ FM	Broadcasting Partners, LP	Citadel	Group sale: \$190,000,000	
5/2/00	WVOA FM	Cram Communications	Clear Channel	\$5,000,000	
7/17/00	WRDS FM	Short Broadcasting Co., Inc.	Galaxy Commun.	\$3,750,000	

Tallahassee

2000 ARB Rank:	159	2000 Revenue:	\$14,500,000	Manager's Market Ranking (current):	3.1
2000 MSA Rank:	171	Rev per Share Point:	\$189,791	Manager's Market Ranking (future):	3.1
2000 DMA Rank:	110	Population per Station:	12,859	Five-year revenue gain % (95-00):	45.0
2000 Rev Rank:	130 of 173	2000 Revenue Change:	7.4%		

Revenue History and Projections

	Radio Revenue History					Radio Revenue Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	10.0	10.7	11.9	12.4	13.5	14.5					
Yearly Growth Rate (95-00): 5.8% assigned											
Projected Revenue Estimates:							15.1	16.1	17.2	18.2	19.7
Revenue per Capita:	38.17	39.48	42.05	42.91	46.23	49.49					
Yearly Growth Rate (95-00): 5.1% assigned											
Projected Revenue per Capita:							51.36	54.58	58.11	61.07	65.89
Resulting Revenue Estimate:							15.8	16.9	18.0	19.1	20.6
Revenue as % of Retail Sales:	0.0038	0.0038	0.0040	0.0040	0.0040	0.0039					
Mean % (95-00) 0.0039											
Resulting Revenue Estimate:							15.6	16.8	17.9	19.1	20.3
MEAN REVENUE ESTIMATE:							15.5	16.6	17.7	18.8	20.2

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.262	0.271	0.283	0.289	0.292	0.293	0.294	0.295	0.296	0.298	0.299
Retail Sales (billions):	2.60	2.80	3.00	3.10	3.40	3.70	4.00	4.30	4.60	4.90	5.20

Market Profile

Below-the-Line Listening Shares:	1.9
Unlisted Station Listening:	21.7
Total Lost Listening:	23.6
Available Share Points:	76.4
Number of Viable Stations:	11.5
Average Share Points per Viable Station:	6.6
Rev. per Available Share Point:	\$189,791
Estimated Rev. for Mean Station:	\$1,252,621
Average HH Income:	\$41,261
Average Age:	32.7
Average Education:	12.3
Average Home Value:	\$74,000
Population Change (1999-2004):	2.1
Retail Sales Change (1999-2004):	44.1
Cable Penetration:	67.7
Number of Class B or C FMs:	11

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. WTAL, WVHT-F and WFRF do not participate.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$14,500,000	20.5	0.0039
Television	\$26,000,000	36.8	0.0070
Newspaper	\$24,900,000	35.2	0.0067
Outdoor	\$2,900,000	4.1	0.0008
Cable TV	\$2,400,000	3.4	0.0006
Media Totals:	\$70,700,000		0.0191

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Cumulus Media: WBZE FM, WGLF FM, WHBT AM, WHBX FM, WWLD FM	\$6,280,000	43.3
2 Clear Channel: WNLS AM, WOKL FM, WTLY FM, WTNT FM, WXSR FM	\$4,880,000	33.7
3 Triad: WAIB FM, WHTF FM, WWFO FM	\$3,200,000	22.1
4 Unique Broadcasting: WTAL AM	\$160,000	1.1

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WHBX FM	B/AC	\$2,700,000	18.6
2 WTNT FM	C	\$2,130,000	14.7
3 WBZE FM	AC	\$1,600,000	11.0
4 WGLF FM	CL AOR	\$1,400,000	9.7
5 WHTF FM	CHR/U	\$1,200,000	8.3
6 WAIB FM	C	\$1,050,000	7.2
7 WWFO FM	CL HITS	\$950,000	6.6
8 WXSR FM	AOR-NR	\$940,000	6.5
9 WOKL FM	O	\$770,000	5.3
10 WTLY FM	AC/CHR	\$720,000	5.0
11 WWLD FM	B/O	\$400,000	2.8
12 WNLS AM	SPRTS	\$320,000	2.2
13 WHBT AM	B/G	\$180,000	1.2
14 WTAL AM	T	\$160,000	1.1

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	83.7	\$12,032,000	(+5.4)
National:	16.3	\$2,339,000	(+9.5)

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Government Wood Products Boats	Flowers Industries	387		Advanced Systems Design Infinity Software Development Mainline Information Systems

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	63.2	<\$20: 26.1	12-to-24 29.4
Black:	34.5	\$20-\$49.9: 33.7	25-to-54 52.3
Amer. Indian:	0.3	\$50-\$99.9: 28.3	55-plus 18.3
Asian/Pac.Isl.:	1.9	\$100+: 11.9	Non High School Grad: 19.1
Hispanic: *	3.4		High School Grad: 22.8
			College 1-3 years: 25.1
			College 4+ years: 33.0

Viable Stations

WAIB-FM	WBZE-FM	WGLF-FM	WHBX-FM
WHTF-FM	WNLS-AM	WOKL-FM	WTLY-FM
WTNT-FM	WWFO-FM	WWLD-FM	WXSR-FM

Colleges and Universities

	(# of Students)
Florida State U.	30,180
Florida Ag. and Mechanical U.	11,418
Tallahassee CC	9,083
Thomas Coll.	648
Total Students (FT & PT)	51,329

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WCTV	Thomasville	6	CBS	Gray	
WACX-LP	Tallahassee	9	IND	Assoc. Christ. TV	
WFSU-TV	Tallahassee	11	PBS	FL St. U.	
WTLX-TV	Tallahassee	27	ABC	Media Venture	
WTWC	Tallahassee	40	NBC	Sinclair	
WTLH	Bainbridge, GA	49	FOX	Pegasus	
WFXU	Live Oak	57	FOX	KB Prime Media	Pegasus

Best Golf Courses

Killearn CC, Golden Eagle CC

Weather Data

NO WEATHER DATA AVAILABLE.

Major Daily Newspapers

	AM	PM	Sun	Owner
Tallahassee Democrat	50,896		69,513	Knight Ridder

Employment Breakdowns

By Industry

1 Public Administration	26,666	18.53%
2 Retail Trade	23,365	16.24%
3 Educational Svcs.	20,048	13.93%
4 Other Prof. Svcs.	12,046	8.37%
5 Health Svcs.	11,117	7.73%
6 Construction	8,812	6.12%
7 Fin., Ins. & Real Estate	8,148	5.66%
8 Business & Repair Svcs.	6,143	4.27%
9 Personal Svcs.	4,240	2.95%
10 Wholesale Trade	3,697	2.57%
Total Metro Employees	143,876	
Top 10 Total Employees	124,282	86.38%

By Occupation

Admin. Support/Clerical	28,603	19.88%
Professional	27,051	18.80%
Exec., Admin. & Managerial	23,401	16.26%
Sales	16,547	11.50%
Svc., Exclud. Protective & HH	13,871	9.64%
Precis. Produc./Craft/Repair	10,475	7.28%
Technicians & Support	6,171	4.29%
Handlers, Cleaners, Help., Laborers	4,116	2.86%
Transportation & Moving	3,691	2.57%
Machine Oprs., Fab., Assemb. & Inspec.	3,527	2.45%

Unemployment

Jul 90:	4%
Jul 91:	4.8%
Jul 92:	5%
Jul 93:	4.1%
Jul 94:	4.7%
All of 1995	3.0%
All of 1996	3.1%
All of 1997	3.1%
All of 1998	3.0%
All of 1999	2.6%

Major Radio Station Sales

Major Radio Station Sales Since 1993

Year	Calls	From	To	Price	(E)
1993	WWSD, WFHT-F (Quincy)		Great South	\$775,000	
1993	WHKX-F (Lafayette)			\$1,175,000	
1994	WWSD (Quincy)			\$75,000	
1994	WNLS, WTNT-F	Park	Tomlin/Knapp	\$2,900,000	
1994	WMLO-F (Havana)		Partech	\$1,650,000	
1995	WUMX-F	Dolcom	WAIB owner	\$1,400,000	
1996	WNLS, WTNT-F	Tomlin/Knapp	Southern	\$3,500,000	
1996	WTPS-F (Midway)		Southern		
1996	WRZK-F		HVS/Timm	\$850,000	
1996	WNLS	Southern	Paxson	\$300,000	
1996	WSNI-F	Southern	Paxson	\$1,800,000	
1996	WTNT-F	Southern	Paxson	\$6,500,000	
1996	WTPS-F	Southern	Paxson	\$500,000	
1996	WXSR-F	Southern	Paxson	\$1,400,000	
1997	WMLO-F	Sold by Ed Winton		\$1,900,000	
1997	WXSR-F	Paxson	Clear Channel	\$1,800,000	
1997	WNLS	Paxson	Clear Channel	\$270,000	
1997	WJZT-F	Paxson	Clear Channel	\$540,000	
1997	WSNI-F	Paxson	Clear Channel	\$2,300,000	
1997	WTNT-F	Paxson	Clear Channel	\$7,800,000	
1997	WANM (1070)	Sold by Timm		\$150,000	
1997	WHBT, WBZE-F, WHBX-F	HVS	Cumulus	\$15,400,000	
1998	WAIB-F, WWFO-F		Mike Schwartz	\$3,750,000	
1998	WGLF-F		Cumulus	\$4,000,000+	
1/18/99	WTAL FM			\$67,000	
3/2/99	WFLV FM		Mike Schwartz	\$3,500,000	
5/11/00	WAIB FM, WHTF FM, WWFO FM	Radio Partners	Triad		
10/13/00	WTLS AM	Ned N. Butler	Clear Channel		
3/30/01	WTAL AM	Rebus, Inc.	Unique Broadcasting		

Tampa-St. Petersburg

2000 ARB Rank:	21	2000 Revenue:	\$129,600,000	Manager's Market Ranking (current):	3.8	
2000 MSA Rank:	20	Rev per Share Point:	\$1,506,286	Manager's Market Ranking (future) :	3.7	
2000 DMA Rank:	14	Population per Station:	69,072	29	Five-year revenue gain % (95-00):	65.1
2000 Rev Rank:	21 of 173	2000 Revenue Change:	10.8%			

Revenue History and Projections

	Radio Revenue History					Radio Revenue Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	78.5	91.0	98.6	106.9	117.0	129.6					
Yearly Growth Rate (95-00): 6.9% assigned											
Projected Revenue Estimates:							136.1	144.2	154.5	166.7	180.0
Revenue per Capita:	35.68	40.63	43.44	46.48	50.22	55.06					
Yearly Growth Rate (95-00): 6.2% assigned											
Projected Revenue per Capita:							57.23	60.03	63.69	68.04	72.76
Resulting Revenue Estimate:							142.5	151.0	161.8	174.5	188.5
Revenue as % of Retail Sales:	0.0032	0.0034	0.0035	0.0035	0.0037	0.0037					
Mean % (95-00) 0.0035											
Resulting Revenue Estimate:							132.2	140.6	148.9	157.2	165.6
MEAN REVENUE ESTIMATE:							136.9	145.2	155.1	166.2	178.0

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	2.200	2.240	2.270	2.300	2.330	2.354	2.378	2.402	2.426	2.450	2.474
Retail Sales (billions):	24.80	26.80	28.40	30.60	32.00	35.40	37.78	40.16	42.54	44.92	47.30

Market Profile

Below-the-Line Listening Shares:	0.0
Unlisted Station Listening:	12.5
Total Lost Listening:	12.5
Available Share Points:	87.5
Number of Viable Stations:	21.5
Average Share Points per Viable Station:	4.1
Rev. per Available Share Point:	\$1,506,286
Estimated Rev. for Mean Station:	\$6,175,773
Average HH Income:	\$37,864
Average Age:	44.8
Average Education:	12.1
Average Home Value:	\$71,300
Population Change (1999-2004):	5.2
Retail Sales Change (1999-2004):	40.4
Cable Penetration:	74.4
Number of Class B or C FMs:	17

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: WDAE AM, WFLA AM, WFLZ FM, WHNZ AM, WMTX FM, WSSR FM, WTBT FM, WXTB FM	\$62,359,000	47.3
2 CBS/Infinity: WLLD FM, WQYK FM, WQYK AM, WRBQ FM, WSJT FM, WYUU FM	\$40,218,000	30.5
3 Cox Radio: WBBY FM, WDUV FM, WFJO FM, WHPT FM, WSUN FM, WWRM FM	\$23,282,000	17.7
4 Mega Communications: WLCC AM, WMGG AM, WMGG FM	\$2,000,000	1.5
5 WGUL, Inc.: WGUL AM, WGUL FM, WXOF FM	\$1,831,000	1.4
6 Tampa Broadcasting, Ltd.: WTMP AM	\$500,000	0.4

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WQYK FM	C	\$15,650,000	11.9
2 WFLZ FM	CHR	\$14,420,000	10.9
3 WXTB FM	AOR	\$11,400,000	8.6
4 WFLA AM	T	\$10,215,000	7.8
5 WTBT FM	CL AOR	\$8,750,000	6.6
6 WSSR FM	AC/NR	\$8,730,000	6.6
7 WLLD FM	CHR/U	\$8,314,000	6.3
8 WRBQ FM	C	\$7,350,000	5.6
9 WMTX FM	AC/CHR	\$6,016,000	4.6
10 WSJT FM	J	\$5,448,000	4.1
11 WWRM FM	SAC	\$5,130,000	3.9
12 WHPT FM	AOR-P	\$5,087,000	3.9
13 WDUV FM	ST/EZ	\$3,973,000	3.0
14 WFJO FM	B/O	\$3,935,000	3.0
15 WBBY FM	CL HITS	\$3,413,000	2.6
16 WMGG AF	SP-TP	\$2,000,000	1.5
17 WYUU FM	O	\$1,992,000	1.5
18 WGUL FM	ST	\$1,831,000	1.4
19 WSUN FM	O	\$1,744,000	1.3
20 WDAE AM	SPRTS	\$1,728,000	1.3
21 WQYK AM	SPRTS	\$1,464,000	1.1
22 WHNZ AM	N/T	\$1,100,000	0.8
23 WTMP AM	B	\$500,000	0.4

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	77.8	\$99,624,000	(+13.8)
National:	22.2	\$28,383,000	(+0.5)

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. WTMP and a few low-rated AMs do not participate. Managers predict 4-to-6% revenue growth in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$129,600,000	19.0	0.0037
Television	\$270,000,000	39.7	0.0076
Newspaper	\$239,000,000	35.1	0.0068
Outdoor	\$27,000,000	4.0	0.0008
Cable TV	\$14,800,000	2.2	0.0004
Media Totals:	\$680,400,000		0.0192

Note: Use Newspaper and Outdoor estimates with caution.

Commerce and Industry

Important Businesses and Industries

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Shipping/Port	Tech Data	95	Tech Data	
Tobacco	Publix Super Markets	132		America's Media Marketing
Fishing	Jabil Circuit	460		Blue Ocean Software
Citrus			Morgan Tire & Auto	
Tourism			Quality Distribution	
Chemicals			Rooms to Go	
Electronics			EPIX Holdings	
			Vitality Beverages	

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	86.9	<\$20: 23.1	12-to-24 16.0
Black:	10.8	\$20-\$49.9: 40.2	25-to-54 47.0
Amer. Indian:	0.4	\$50-\$99.9: 27.5	55-plus 37.0
Asian/Pac. Isl.:	1.9	\$100+: 9.2	Non High School Grad: 24.4
Hispanic: *	10.3		High School Grad: 31.5
			College 1-3 years: 26.5
			Cclege 4+ years: 17.6

Viable Stations

WBBY-FM	WDAE-AM	WDUV-FM	WFJO-FM
WFLA-AM	WFLZ-FM	WGUL-AF	WHNZ-AM
WHPT-FM	WLLD-FM	WMGG-AF	WMTX-FM
WQYK-AM	WQYK-FM	WRBQ-FM	WSJT-FM
WSSR-FM	WSUN-FM	WTBT-FM	WTMP-AM
WWRM-FM	WXTB-FM	WYUU-FM	

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WFLA-TV	Tampa	8	NBC	Media General	
WTSP-TV	St. Petersburg	10	CBS	Gannett	
WTVT	Tampa	13	FOX	Fox	
WUSF-TV	Tampa	16	PBS	U. of So. FL	
WCLF	Clearwater	22	IND	Christian TV	
WFTS	Tampa	28	ABC	Scripps Howard	
WMOR-TV	Lakeland	32	IND	Hearst-Argyle	
WTTA	St. Petersburg	38	WB	Bay TV	Sinclair
WWSB	Sarasota	40	ABC	Southern	
WTOG	St. Petersburg	44	UPN	Paramount	
WBHS	Tampa	50	IND	USA	
WRMD-LP	Tampa	57	TEL	ZGS	
WVEA-LP	Tampa	61	UNI	Entravision	
WXPX	Bradenton	66	PAX	Paxson	Media Gen'l

Major Daily Newspapers

	AM	PM	Sun	Owner
St. Petersburg Times	336,821		426,652	Times Publishing Company
Tampa Tribune; Tampa Tribune-Tampa Times	224,972		316,534	Media General Inc.

Colleges and Universities

(# of Students)

U. of South Florida	31,801
St. Petersburg Junior Coll.	20,704
Hillsborough CC	12,631
Pasco-Hernando CC	4,388
U. of Tampa	2,990
Eckerd Coll.	1,483
Florida Metropolitan U. Tampa Coll. (and more)	986
Total Students (FT & PT)	77,038

Best Golf Courses

Innisbrook, Tarpon Woods, Saddlebrook, East Lake Woodlands

Weather Data

Elevation:	19			
Annual Precipitation:	49.0 in.			
Annual Snowfall:	0			
Average Windspeed:	8.9 (E)			
		JAN	JUL	TOTAL YR.
Avg. Max. Temp:	70.6	90.1	81.7	
Avg. Min. Temp:	50.1	73.7	62.6	
Average Temp:	60.4	81.9	72.2	

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade	Admin. Support/Clerical	Jul 90: 5.3%
2 Health Svcs.	Sales	Jul 91: 6.9%
3 Fin., Ins. & Real Estate	Exec., Admin. & Managerial	Jul 92: 7.7%
4 Construction	Professional	Jul 93: 7%
5 Manufac., Durables	Svc., Exclud. Protective & HH	Jul 94: 5.7%
6 Other Prof. Svcs.	Precis. Produc./Craft/Repair	All of 1995: 4.4%
7 Educational Svcs.	Machine Oprs., Fab., Assemb. & Inspec.	All of 1996: 3.9%
8 Business & Repair Svcs.	Technicians & Support	All of 1997: 3.5%
9 Wholesale Trade	Transportation & Moving	All of 1998: 3.1%
10 Transportation	Handlers, Cleaners, Help., Laborers	All of 1999: 2.7%
Total Metro Employees		
Top 10 Total Employees		

Tampa-St. Petersburg

Major Radio Station Sales

Major Radio Station Sales Since 1994

Year	Calls	From	To	Price	(E)
1994	WGUL A/F	Sold by Marcocci		\$3,400,000	
1994	WISP-F (Holmes)		Entercom	\$3,000,000	
1994	WNZE (820, Largo)		Paxson	\$1,080,000	
1995	WTMP	Sold by Broadcap		\$950,000	
1995	WGUL-F (105.5)		Citicasters	\$5,500,000	
1995	WBRD, WDUV-F (Sarasota)		Jacor	\$14,000,000	
1996	WTBT-F	Citicasters	Jacor	\$8,500,000	
1996	WXTB-F	Citicasters	Jacor	\$33,900,000	
1996	WQYK-AF	Infinity	Westinghouse	\$98,000,000	
1996	WTMP			\$1,000,000	
1996	WDAE	Gannett	Jacor	\$4,000,000	
1996	WUSA-F	Gannett	Jacor	\$28,000,000	
1996	WKES-F (101.5)	Moody	Paxson	\$35,300,000	
1996	WRXB (1590)		Acker	\$409,000	
1997	WBDN (760: Brandon)		Mega	\$1,750,000	
1997	WHNZ	Paxson	Clear Channel	\$2,700,000	
1997	WZTM	Paxson	Clear Channel	\$2,000,000	
1997	WSJT-F	Paxson	Clear Channel	\$29,900,000	
1997	WHPT-F	Paxson	Clear Channel	\$43,600,000	
1997	WKES-F	Paxson	Clear Channel	\$31,800,000	
1997	WAMA (1550)		WRMD owner	\$1,900,000	
1997	WQBN (1300)		Genesis	\$1,100,000	
1997	WMTX (1040)	Clear Channel	Genesis	\$1,500,000	
1998	WLVU-F	Concord	Cox	WSUN + \$9,750,000	
1998	WSUN	Cox	Jorgenson	WLVU-F	
1998	WGUL-F	Marcocci	Mega	\$3,500,000	
1998	WDAE/WAKS-F/WTBT-F/WXTB-F/ WFLZ-F/WFLA/WDUV-F	Jacor	Clear Channel		
1998	FM CP		WGUL owner	\$41,000	
1998	WTAN		Wagenwood	\$120,000	
1998	WLVU-AF	Erie Times	Mark Jorgenson	\$7,000,000	
1998	WLLD-F	Entercom	CBS	\$21,000,000	
1998	WYUU-F	Entercom	CBS	\$54,000,000	
2/11/99	WFJO FM	Clear Channel	Cox Radio		
2/11/99	WHPT FM	Clear Channel	Cox Radio		
2/11/99	WRBQ AM	Clear Channel	ABC Inc.	\$4,500,000	
2/11/99	WRBQ FM, WSJT FM	Clear Channel	CBS/Infinity	Group: \$122,500,000	
2/11/99	WTBT FM	Clear Channel	Cox Radio	Gets 105.5, WDUV format	
2/11/99	WZTM AM	Clear Channel	Mega	\$3,500,000	
2/24/99	WTAN AM		Wagenvoord	\$40,000	
11/9/99	WSAA AM	Concord Media Group	Clear Channel	Swap of WHNZ + \$1,000,000	
11/9/99	WHNZ AM	Clear Channel	Concord Media	Swap of WHNZ + \$1,000,000 for WSAA	
6/8/00	WSUN AM	Cox Radio	Salem		

2000 ARB Rank:	192	2000 Revenue:	\$6,800,000	Manager's Market Ranking (current):	2.8
2000 MSA Rank:	258	Rev per Share Point:	\$89,828	Manager's Market Ranking (future) :	3.1
2000 DMA Rank:	139	Population per Station:	10,763		
2000 Rev Rank:	171 of 173	2000 Revenue Change:	6.2%	Five-year revenue gain % (95-00):	38.8

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	4.9	5.2	5.5	5.9	6.4	6.8					
Yearly Growth Rate (95-00): 5.6% assigned											
Projected Revenue Estimates:							7.1	7.4	7.8	8.3	8.9
Revenue per Capita:	32.45	34.90	37.16	39.87	43.54	46.26					
Yearly Growth Rate (95-00): 5.3% assigned											
Projected Revenue per Capita:							48.30	50.34	53.06	57.24	61.38
Resulting Revenue Estimate:							7.4	7.7	8.2	8.7	9.3
Revenue as % of Retail Sales:	0.0020	0.0019	0.0020	0.0020	0.0021	0.0022					
Mean % (95-00) 0.0020											
Resulting Revenue Estimate:							6.4	6.6	6.8	7.0	7.2
MEAN REVENUE ESTIMATE:							7.0	7.2	7.6	8.0	8.5

Population and Demographic Estimates

	'95	Historic				'00	Projections				
		'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.151	0.149	0.148	0.148	0.147	0.147	0.147	0.147	0.147	0.145	0.145
Retail Sales (billions):	2.50	2.70	2.80	2.90	3.10	3.10	3.20	3.30	3.40	3.50	3.60

Market Profile

Below-the-Line Listening Shares:	6.4
Unlisted Station Listening:	17.9
Total Lost Listening:	24.3
Available Share Points:	75.7
Number of Viable Stations:	8.5
Average Share Points per Viable Station:	8.9
Rev. per Available Share Point:	\$89,828
Estimated Rev. for Mean Station:	\$799,469
Average HH Income:	\$35,909
Average Age:	37.4
Average Education:	11.9
Average Home Value:	\$36,700
Population Change (1999-2004):	-1.4
Retail Sales Change (1999-2004):	12.9
Cable Penetration:	59.8
Number of Class B or C FMs:	5

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Emmis: WTHI FM, WWVR FM	\$2,530,000	37.2
2 Bright Tower Communications, Inc.: WMGI FM, WWSY FM	\$1,440,000	21.2
3 Contemporary Media, Inc.: WBOW AM, WBUZ AM, WZZQ FM	\$700,000	10.3
4 Crossroads Communications: WAXI FM, WSDM FM, WSDX AM, WSJX AM	\$640,000	9.4
5 Bomar Broadcasting Co.: WLEZ FM	\$430,000	6.3
6 Key Broadcasting, Inc.: WACF FM, WPRS AM	\$270,000	4.0

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WTHI FM	C	\$1,800,000	26.5
2 WMGI FM	CHR	\$1,200,000	17.6
3 WWVR FM	CL AOR	\$730,000	10.7
4 WZZQ AF	AOR	\$700,000	10.3
5 WLEZ FM	SAC	\$430,000	6.3
6 WSDM FM	O	\$390,000	5.7
7 WACF FM	C	\$270,000	4.0
8 WAXI FM	ST	\$250,000	3.7
9 WWSY FM	AC	\$240,000	3.5

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Managers expect 3-to-4% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$6,800,000	24.5	0.0022
Television	\$20,900,000	75.5	0.0067
Newspaper			
Outdoor			
Cable TV			
Media Totals:	\$27,700,000		0.0089

Note: Use Newspaper and Outdoor estimates with caution.

Terre Haute

Commerce and Industry

Important Businesses and Industries

Fortune 500 Companies

Forbes 500 Companies

Forbes Largest Private Companies

INC 500 Companies

Cook Group

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	94.1	<\$20: 29.8	12-to-24 21.3
Black:	4.5	\$20-\$49.9: 40.1	25-to-54 47.3
Amer. Indian:	0.3	\$50-\$99.9: 24.6	55-plus 31.5
Asian/Pac.Isl.:	1.1	\$100+: 5.5	Non High School Grad: 24.2
Hispanic: *	1.1		High School Grad: 39.5
			College 1-3 years: 20.9
			College 4+ years: 15.5

Viable Stations

WACF-FM	WAXI-FM	WBUZ-AM	WLEZ-FM
WMGI-FM	WSDM-FM	WTHI-FM	WWSY-FM
WWVR-FM	WZZQ-AF		

Colleges and Universities

(# of Students)

Indiana State U.	10,671
Ivy Tech State College: Wabash Valley	2,204
Rose-Hulman Inst. of Tech.	1,721
Total Students (FT & PT)	14,596

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WTWO	Terre Haute	2	NBC	Nexstar	
WTHI-TV	Terre Haute	10	CBS	Emmis	
WVUT	Vincennes	22	PBS	Vincennes U.	
WBAK-TV	Terre Haute	38	FOX	Bahakel	

Best Golf Courses

Hulman

Weather Data

NO WEATHER DATA AVAILABLE.

Major Daily Newspapers

	AM	PM	Sun	Owner
The Tribune-Star Holdings Inc.	34,286		44,669	Community Newspaper

Employment Breakdowns

By Industry

1 Retail Trade	13,301	20.49%
2 Educational Svcs.	7,944	12.24%
3 Manufac., Non-Durables	7,307	11.26%
4 Health Svcs.	5,745	8.85%
5 Manufac., Durables	5,192	8.00%
6 Construction	3,513	5.41%
7 Other Prof. Svcs.	2,852	4.39%
8 Fin., Ins. & Real Estate	2,705	4.17%
9 Public Administration	2,580	3.97%
10 Transportation	2,530	3.90%
Total Metro Employees	64,908	
Top 10 Total Employees	53,669	82.68%

By Occupation

Admin. Support/Clerical	10,257	15.80%
Professional	8,489	13.08%
Svc., Exclud. Protective & HH	8,338	12.85%
Precis. Produc./Craft/Repair	7,912	12.19%
Sales	7,202	11.10%
Exec., Admin. & Managerial	6,077	9.36%
Machine Oprs., Fab., Assemb. & Inspec.	5,342	8.23%
Handlers, Cleaners, Help., Laborers	3,160	4.87%
Transportation & Moving	3,083	4.75%
Technicians & Support	2,130	3.28%

Unemployment

All of 1995	6.2%
All of 1996	6.5%
All of 1997	5.9%
All of 1998	4.8%
All of 1999	4.4%

Major Radio Station Sales

Major Radio Station Sales Since 1993

Year	Calls	From	To	Price	(E)
1990	WSDM-F (Brazil)			\$350,000	
1991	WYTL	Receivership		\$17,000	
1991	WPFR-F	Receivership		\$325,000	
1994	WJSH (1300)			\$95,000	
1997	WWVR-F		WTHI-AF		
1998	WAXI-F		WSDM-AF/WJSH	\$485,000	
1998	WWVR-F	Hulman	Emmis		
1998	WTHI-AF	Hulman	Emmis	\$5,800,000	
1998	WSDM (1130: Brazil)				
1998	WMMC (105.9: Marshall IL)		J.D. Spangler	\$300,000	
4/29/99	WBTO AM, WQTY FM	Linton Broadcasting Co.	The Original Co. Inc.		
6/22/99	WTHC FM	Hester Broadcasting Corp.	Bright Tower Communications, Inc.	\$665,000	
10/29/99	WTHI AM	Emmis	Word Power, Inc.	Donation	

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2000 ARB Rank:	79	2000 Revenue:	\$29,000,000	Manager's Market Ranking (current):	3.4
2000 MSA Rank:	85	Rev per Share Point:	\$370,844	Manager's Market Ranking (future) :	4.0
2000 DMA Rank:	67	Population per Station:	27,878		
2000 Rev Rank:	70 of 173	2000 Revenue Change:	-0.7%	Five-year revenue gain % (95-00):	48.0

Revenue History and Projections

	Radio Revenue History						Radio Revenue Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	19.6	21.1	24.7	27.2	29.2	29.0					
Yearly Growth Rate (95-00): 6.0% assigned											
Projected Revenue Estimates:							30.0	31.5	33.4	35.4	38.2
Revenue per Capita:	31.92	34.48	40.56	44.59	47.95	47.70					
Yearly Growth Rate (95-00): 6.1% assigned											
Projected Revenue per Capita:							49.42	51.98	55.21	58.61	63.35
Resulting Revenue Estimate:							31.4	33.0	35.0	37.1	40.0
Revenue as % of Retail Sales:	0.0031	0.0031	0.0036	0.0037	0.0037	0.0036					
Mean % (95-00) 0.0035											
Resulting Revenue Estimate:							29.3	30.5	31.8	33.0	34.3
MEAN REVENUE ESTIMATE:							30.2	31.7	33.4	35.2	37.5

Population and Demographic Estimates

	Historic						Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.614	0.612	0.609	0.610	0.609	0.608	0.607	0.606	0.605	0.604	0.603
Retail Sales (billions):	6.40	6.70	6.90	7.30	7.80	8.00	8.36	8.72	9.08	9.44	9.80

Market Profile

Below-the-Line Listening Shares:	8.3
Unlisted Station Listening:	13.5
Total Lost Listening:	21.8
Available Share Points:	78.2
Number of Viable Stations:	12.0
Average Share Points per Viable Station:	6.5
Rev. per Available Share Point:	\$370,844
Estimated Rev. for Mean Station:	\$2,410,486
Average HH Income:	\$45,221
Average Age:	34.5
Average Education:	12.4
Average Home Value:	\$59,700
Population Change (1999-2004):	-0.8
Retail Sales Change (1999-2004):	21.0
Cable Penetration:	69.0
Number of Class B or C FMs:	6

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. WJUC-F, WTWR-F and others do not participate. Managers expect 0-to-2% revenue growth in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$29,000,000	19.2	0.0036
Television	\$56,300,000	37.3	0.0070
Newspaper	\$54,600,000	36.2	0.0068
Outdoor	\$6,600,000	4.4	0.0008
Cable TV	\$4,400,000	2.9	0.0006
Media Totals:	\$150,900,000		0.0189

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

	Combined Revenue	Revenue Share
1 Clear Channel Communications: WCKY FM, WTTF AM, WVKS FM, WRVF FM, WIOT FM, WSPD AM, WCWA AM, WIMJ FM	\$14,030,000	48.4
2 Cumulus Media: WKKO FM, WLQR AM, WRQN FM, WRWK FM, WTOD AM, WTWR FM, WWWM FM, WXKR FM	\$13,250,000	45.7
3 Riverside Broadcasting, Inc.: WIMX FM	\$1,000,000	3.4
4 Welch Communications, Inc.: WJUC FM	\$600,000	2.1

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WKKO AF	C	\$6,240,000	21.5
2 WVKS FM	CHR	\$4,600,000	15.9
3 WRVF FM	AC	\$4,020,000	13.9
4 WIOT FM	AOR	\$3,200,000	11.0
5 WWWM FM	AC	\$2,840,000	9.8
6 WSPD AM	FS	\$1,840,000	6.3
7 WRQN FM	O	\$1,670,000	5.8
8 WXKR FM	CL AOR	\$1,200,000	4.1
9 WIMX FM	B/AC	\$1,000,000	3.4
10 WJUC FM	B	\$600,000	2.1
11 WRWK FM	AOR	\$560,000	1.9
12 WCWA AM	ST	\$350,000	1.2
13 WLQR AM	SPRTS	\$250,000	0.9

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	82.1	\$22,864,000	(-1.3)
National:	17.9	\$4,972,000	(-6.7)

Note: Trade equals 2.7% of local. It was 2.7% in 1999 and 3.2% in 1998

Toledo

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Automotive Glass Machinery Transportation Petroleum Refining	Dana Owens-Illinois Owens Corning Cooper Tire & Rubber	153 306 351 469	Dana Owens Corning Owens-Illinois	Sauder Woodworking

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	85.7	<\$20: 23.9	12-to-24 23.4
Black:	12.7	\$20-\$49.9: 35.1	25-to-54 50.8
Amer. Indian:	0.3	\$50-\$99.9: 30.8	55-plus 25.8
Asian/Pac. Isl.:	1.4	\$100+: 10.3	Non High School Grad: 21.5
Hispanic: *	4.4		High School Grad: 34.9
			College 1-3 years: 25.5
			College 4+ years: 18.1

Viable Stations

WCWA-AM	WIMX-FM	WIOT-FM	WJUC-FM
WKKO-AF	WLQR-AM	WRQN-FM	WRVF-FM
WRWK-FM	WSPD-AM	WVKS-FM	WWWM-FM
WXKR-FM			

Colleges and Universities

	(# of Students)
Bowling Green State U.	17,735
U. of Toledo	15,842
Owens CC: Toledo	14,071
Northwest State CC	1,782
Lourdes Coll.	1,168
Davis Coll.	509
Stautzenberger Coll.	290
Total Students (FT & PT)	51,397

Best Golf Courses

Inverness Club, Stone Oak, Highland Meadows

Weather Data

Elevation:	669		
Annual Precipitation:	31.5 in.		
Annual Snowfall:	37.2 in.		
Average Windspeed:	9.5 (WSW)		
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	32.4	83.8	59.4
Avg. Min. Temp:	17.2	60.8	39.1
Average Temp:	24.8	72.3	49.3

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WTOL-TV	Toledo	11	CBS	Cosmos	
WTVG-TV	Toledo	13	ABC	ABC	
WNWO-TV	Toledo	24	NBC	Raycom	
WBGU-TV	Bowling Green	27	PBS	Bowling Green St. U.	
WGTE-TV	Toledo	30	PBS	PTV of NOW	
WUPW	Toledo	36	FOX	Sunrise	
WLMB	Toledo	40	IND	Dominion	

Major Daily Newspapers

	AM	PM	Sun	Owner
The Blade	144,887		200,582	Blade Communications Inc.

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade	Admin. Support/Clerical	Jul 90: 5.9%
2 Manufac., Durables	Professional	Jul 91: 9.7%
3 Health Svcs.	Svc., Exclud. Protective & HH	Jul 92: 8.6%
4 Educational Svcs.	Sales	Jul 93: 7.1%
5 Other Prof. Svcs.	Exec., Admin. & Managerial	Jul 94: 5.8%
6 Manufac., Non-Durables	Precis. Produc./Craft/Repair	All of 1995: 4.9%
7 Construction	Machine Oprs., Fab., Assemb. & Inspec.	All of 1996: 4.8%
8 Fin., Ins. & Real Estate	Transportation & Moving	All of 1997: 4.8%
9 Business & Repair Svcs.	Handlers, Cleaners, Help., Laborers	All of 1998: 4.9%
10 Transportation	Technicians & Support	All of 1999: 4.8%
Total Metro Employees		
282,747		
Top 10 Total Employees		
241,465	85.40%	

Major Radio Station Sales

Major Radio Station Sales Since 1993

Year	Calls	From	To	Price	(E)
1994	WCWA, WIOT-F	Reams	Enterprise	\$7,000,000	
1994	WSPD, WLQR-F		Ellis	\$6,300,000	
1994	WTOD, WKKO-F	Booth	Fritz	\$4,000,000	
1994	WRQN-F	ABS	Fritz	\$2,300,000	
1995	WSPD, WLQR-F		sale to Ellis		Cancelled
1995	WSPD, WLQR-F		Noble	\$6,600,000	
1996	WRVF-F	Noble	Jacor	\$5,500,000	
1996	WSPD	Noble	Jacor	\$3,200,000	
1996	WVKS-F	Noble	Jacor	\$11,000,000	
1996	WIMX-F (95.7, Gibsonville)		Fritz	\$1,000,000	
1996	WCWA, WIOT-F	Enterprise	Jacor	\$13,000,000	
1997	WIMX-F	Fritz	62nd Street	\$2,300,000	
1997	WKKO-F	Fritz	62nd Street	\$18,500,000	
1997	WRQN-F	Fritz	62nd Street	\$4,200,000	
1997	WTOD	Fritz	62nd Street	\$600,000	
1997	WIMX FM, WKKO FM, WRQN FM, WTOD AM	62nd Street	Cumulus	\$30,000,000	
1997	WXKR-F		Cumulus	\$5,000,000	
1997	WLQR, WWWM-F	Midwestern	Cumulus	\$10,000,000	
1997	WIMX-F	Sold by Cumulus		\$1,500,000	
1998	WTWR-F		Cumulus	\$3,300,000	
1998	WVOI			\$200,000	
1998	WIOT-F/WVKS-F/WCWA/WRVF-F/WSPD	Jacor	Clear Channel		
2/11/99	WBUZ FM		Cumulus	\$4,925,000	
6/6/00	(CP) FM	Midwestern	Comerstone Church	\$2,000,000	

2000 ARB Rank:	181	2000 Revenue:	\$9,900,000	Manager's Market Ranking (current):	2.8
2000 MSA Rank:	236	Rev per Share Point:	\$154,446	Manager's Market Ranking (future) :	2.5
2000 DMA Rank:	138	Population per Station:	14,046		
2000 Rev Rank:	159 of 173	2000 Revenue Change:	10.0%	Five-year revenue gain % (95-00):	47.8

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	6.7	7.0	7.6	8.5	9.0	9.9					
Yearly Growth Rate (95-00): 5.5% assigned											
Projected Revenue Estimates:							10.3	10.9	11.5	12.2	13.0
Revenue per Capita:	40.36	42.17	45.78	51.52	52.63	57.90					
Yearly Growth Rate (95-00): 4.3% assigned											
Projected Revenue per Capita:							60.23	63.37	66.86	70.93	75.15
Resulting Revenue Estimate:							10.8	11.4	12.0	12.8	13.6
Revenue as % of Retail Sales:	0.0039	0.0039	0.0042	0.0043	0.0041	0.0041					
Mean % (95-00) 0.0041											
Resulting Revenue Estimate:							10.3	10.8	11.3	11.8	12.3
MEAN REVENUE ESTIMATE:							10.5	11.0	11.6	12.3	13.0

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.166	0.166	0.166	0.165	0.171	0.171	0.171	0.172	0.172	0.172	0.173
Retail Sales (billions):	1.70	1.80	1.80	2.00	2.20	2.40	2.52	2.64	2.76	2.88	3.00

Market Profile

Below-the-Line Listening Shares:	26.4
Unlisted Station Listening:	9.5
Total Lost Listening:	35.9
Available Share Points:	64.1
Number of Viable Stations:	9.0
Average Share Points per Viable Station:	7.1
Rev. per Available Share Point:	\$154,446
Estimated Rev. for Mean Station:	\$1,096,567
Average HH Income:	\$42,499
Average Age:	36.7
Average Education:	12.8
Average Home Value:	\$52,200
Population Change (1999-2004):	0.6
Retail Sales Change (1999-2004):	30.9
Cable Penetration:	70.0
Number of Class B or C FMs:	6

Confidence Levels

2000 Revenue Estimates:	Below normal
2001-to-2005 Revenue Estimates:	Below normal

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$9,900,000	18.9	0.0041
Television	\$18,700,000	35.8	0.0078
Newspaper	\$19,700,000	37.7	0.0082
Outdoor	\$2,400,000	4.6	0.0010
Cable TV	\$1,600,000	3.1	0.0007
Media Totals:	\$52,300,000		0.0218

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Cumulus Media: KDVV FM, KMAJ FM, KMAJ AM, KQTP FM, KTOP AM, KWIC FM	\$4,470,000	45.2
2 Morris Communications: WIBW FM, WIBW AM	\$3,800,000	38.4
3 21st Century Broadcasting, Inc.: KTPK FM	\$1,000,000	10.1
4 Zimmer Broadcasting Co., Inc.: KLZR FM	\$600,000	6.1

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WIBW FM	C	\$2,300,000	23.2
2 KMAJ FM	AC	\$2,000,000	20.2
3 WIBW AM	FS/T	\$1,500,000	15.2
4 KTPK FM	C	\$1,000,000	10.1
5 KDVV FM	AOR	\$800,000	8.1
6 KWIC FM	O	\$610,000	6.2
7 KLZR FM	CHR	\$600,000	6.1
8 KQTP FM	AC/CHR	\$550,000	5.6
9 KMAJ AM	T/SPRTS	\$280,000	2.8
10 KTOP AM	C/O	\$230,000	2.3

Topeka

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Government Printing Food Processing Agribusiness Tires and Inner Tubes				

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	88.7	<\$20: 20.1	12-to-24 18.9
Black:	9.0	\$20-\$49.9: 39.7	25-to-54 52.5
Amer. Indian:	1.1	\$50-\$99.9: 31.6	55-plus 28.6
Asian/Pac.Isl.:	1.1	\$100+: 8.7	Non High School Grad: 15.0
Hispanic: *	7.6		High School Grad: 35.9
			College 1-3 years: 26.2
			College 4+ years: 22.9

Viable Stations

KDVV-FM	KLZR-FM	KMAJ-AM	KMAJ-FM
KQTP-FM	KTOP-AM	KTPK-FM	KWIC-FM
WIBW-AM	WIBW-FM		

Colleges and Universities

	(# of Students)
U. of Kansas	24,988
Kansas State U.	20,769
Washburn U. of Topeka	4,829
Haskell Indian Junior Coll.	800
Manhattan Christian Coll.	344
Total Students (FT & PT)	51,730

Best Golf Courses

Prairie Dunes (Hutchins), Alvamar (Lawrence)

Weather Data

Elevation:		877	
Annual Precipitation:		33.4 in.	
Annual Snowfall:		21.5 in.	
Average Windspeed:		10.5 (S)	
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	38.3	89.2	65.5
Avg. Min. Temp:	17.7	67.2	43.0
Average Temp:	28.0	78.2	54.3

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KTMJ	Junction City	6	FOX	Montgomery	
KTWU	Topeka	11	PBS	Washburn U.	
WIBW-TV	Topeka	13	CBS	Benedek	
KSNT	Topeka	27	NBC	Emmis	
KTKA-TV	Topeka	49	ABC	Brechner	

Major Daily Newspapers

	AM	PM	Sun	Owner
The Topeka Capital-Journal	59,559		66,680	Morris Communications Corp.

Employment Breakdowns

By Industry

1 Retail Trade	13,655	15.74%
2 Health Svcs.	10,335	11.92%
3 Other Prof. Svcs.	9,198	10.61%
4 Manufac., Non-Durables	7,431	8.57%
5 Fin., Ins. & Real Estate	7,312	8.43%
6 Public Administration	6,921	7.98%
7 Educational Svcs.	6,378	7.35%
8 Transportation	4,604	5.31%
9 Construction	4,410	5.08%
10 Business & Repair Svcs.	3,665	4.23%
Total Metro Employees	86,732	
Top 10 Total Employees	73,909	85.22%

By Occupation

Admin. Support/Clerical	18,213	21.00%
Professional	13,304	15.34%
Exec., Admin. & Managerial	11,390	13.13%
Svc., Exclud. Protective & HH	10,193	11.75%
Sales	9,229	10.64%
Precis. Produc./Craft/Repair	7,512	8.66%
Machine Oprs., Fab., Assemb. & Inspec.	4,764	5.49%
Technicians & Support	3,756	4.33%
Handlers, Cleaners, Help., Laborers	2,882	3.32%
Transportation & Moving	2,741	3.16%

Unemployment

Jul 90:	4.3%
Jul 91:	4.8%
Jul 92:	3.7%
Jul 93:	4.9%
Jul 94:	4.6%
All of 1995	4.6%
All of 1996	5.2%
All of 1997	4.9%
All of 1998	4.5%
All of 1999	3.1%

Major Radio Station Sales

Major Radio Station Sales Since 1993

Year	Calls	From	To	Price	(E)
1993	KTPK-F			\$1,650,000	
1994	KTOP, KDVV-F	UNO	KMAJ-F owner	\$750,000	
1995	KWIC-F			\$444,000	
1996	KWIC-F		Klebe (KQTP owner)	\$500,000	
1996	KTPK-F			\$2,900,000	
1997	WREN		Mortenson	\$500,000	
1998	KLWN/KLZR-F (Lawrence)		Zimmer	\$2,975,000	
1998	KMAJ-AF/KTOP/KDVV-F		Cumulus	\$10,425,000	
7/20/99	KQTP FM, KWIC FM	Sunrise Broadcasting	Cumulus	\$3,000,000	

2000 ARB Rank:	61	2000 Revenue:	\$43,200,000	Manager's Market Ranking (current):	4.0
2000 MSA Rank:	70	Rev per Share Point:	\$508,834	Manager's Market Ranking (future) :	4.0
2000 DMA Rank:	71	Population per Station:	27,932	25	
2000 Rev Rank:	54 of 173	2000 Revenue Change:	8.5%	Five-year revenue gain % (95-00):	80.0

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	24.0	27.3	30.9	34.6	39.8	43.2					
Yearly Growth Rate (95-00): 6.8% assigned											
Projected Revenue Estimates:							45.8	49.0	52.5	56.6	60.5
Revenue per Capita:	31.21	35.27	38.72	41.54	46.55	49.83					
Yearly Growth Rate (95-00): 5.8% assigned											
Projected Revenue per Capita:							52.11	54.99	58.14	61.79	65.19
Resulting Revenue Estimate:							48.0	51.3	55.0	59.3	63.3
Revenue as % of Retail Sales:	0.0032	0.0035	0.0039	0.0040	0.0042	0.0043					
Mean % (95-00) 0.0039											
Resulting Revenue Estimate:							42.1	44.9	47.6	50.3	53.0
MEAN REVENUE ESTIMATE:							45.3	48.4	51.7	55.4	59.0

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.769	0.774	0.798	0.833	0.855	0.867	0.879	0.891	0.903	0.916	0.928
Retail Sales (billions):	7.40	7.70	8.00	8.60	9.40	10.10	10.80	11.50	12.20	12.90	13.60

Market Profile

Below-the-Line Listening Shares:	1.8
Unlisted Station Listening:	13.3
Total Lost Listening:	15.1
Available Share Points:	84.9
Number of Viable Stations:	18.0
Average Share Points per Viable Station:	4.7
Rev. per Available Share Point:	\$508,834
Estimated Rev. for Mean Station:	\$2,391,520
Average HH Income:	\$34,904
Average Age:	35.7
Average Education:	12.8
Average Home Value:	\$76,500
Population Change (1999-2004):	7.1
Retail Sales Change (1999-2004):	37.2
Cable Penetration:	61.2
Number of Class B or C FMs:	7

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: KCEE AM, KGMS FM, KNST AM, KRQQ FM, KWFM FM	\$12,421,000	28.8
2 Citadel: KCUB AM, KHYT FM, KIIM FM, KOAZ FM, KTUC AM	\$11,000,000	25.5
3 Journal Broadcast Group: KFFN AM, KGMG FM, KMXZ FM, KZPT FM	\$9,680,000	22.4
4 Lotus: KFMA FM, KLPX FM, KTKT AM	\$6,286,000	14.6
5 Big Broadcast of Arizona, LLC: KOHT FM, KXEW AM	\$1,850,000	4.3
6 Entravision: KZLZ FM	\$610,000	1.4
7 Crystal Sets, Inc.: KGVY AM	\$340,000	0.8
8 Radio Unica: KQTL AM	\$335,000	0.8
9 Owl Broadcasting & Development, Inc.: KSAZ AM	\$327,000	0.8
10 Royal Broadcasting of Arizona, LLC: KTZR AM	\$260,000	0.6
11 Hudson Communications, Inc.: KJLL AM	\$250,000	0.6
12 Good Music: KGMS FM	\$210,000	0.5

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KIIM FM	C	\$7,230,000	16.7
2 KRQQ FM	CHR	\$5,800,000	13.4
3 KMXZ FM	AC	\$5,790,000	13.4
4 KLPX FM	AOR	\$3,920,000	9.1
5 KNST AM	T/N	\$3,800,000	8.8
6 KZPT FM	AC/CHR	\$2,530,000	5.9
7 KHYT FM	CL HITS	\$2,500,000	5.8
8 KWFM FM	O	\$2,221,000	5.1
9 KFMA FM	AOR-NR	\$1,900,000	4.4
10 KOHT FM	CHR/U	\$1,500,000	3.5
11 KOAZ FM	J	\$1,000,000	2.3
12 KGMG FM	B/O	\$980,000	2.3
13 KZLZ FM	SP-C	\$610,000	1.4
14 KTKT AM	T	\$466,000	1.1
15 KCEE AM	ST	\$390,000	0.9
16 KFFN AM	SPRTS	\$380,000	0.9
17 KXEW AM	SP-TJ	\$350,000	0.8
18 KGVY AM	ST	\$340,000	0.8
19 KQTL AM	SP-NT	\$335,000	0.8
20 KSAZ AM	SP	\$327,000	0.8
21 KTZR AM	SP-R	\$260,000	0.6
22 KJLL AM	T	\$250,000	0.6
23 KGMS FM	REL-CC	\$210,000	0.5
24 KCUB AM	C	\$140,000	0.3
25 KTUC AM	ST	\$130,000	0.3

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	83.3	\$32,343,000	(+6.2)
National:	16.7	\$6,507,000	(+39.8)
Note: Trade equals 5.2% of local. It was 4.9% in 1999 and 4.7% in 1998.			

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. KOHT-F, KXEW, KGVY, KQTL, KSAZ and others do not participate.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$43,200,000	22.6	0.0043
Television	\$74,000,000	38.8	0.0073
Newspaper	\$61,600,000	32.3	0.0061
Outdoor	\$7,300,000	3.8	0.0007
Cable TV	\$4,800,000	2.5	0.0005
Media Totals:	\$190,900,000		0.0189

Note: Use Newspaper and Outdoor estimates with caution.

Tucson

Commerce and Industry

Important Businesses and Industries		Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Tourism	Electronics			McKee F	
Military	Mining (copper)				
Aerospace					

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	90.1	<\$20: 26.7	12-to-24: 21.4
Black:	4.0	\$20-\$49.9: 39.5	25-to-54: 51.3
Amer. Indian:	3.4	\$50-\$99.9: 25.5	55-plus: 27.4
Asian/Pac. Isl.:	2.5	\$100+: 8.3	Non High School Grad: 18.4
Hispanic: *	29.8		High School Grad: 24.6
			College 1-3 years: 32.5
			College 4+ years: 24.5

Viable Stations

KCEE-AM	KCUB-AM	KFFN-AM	KFMA-FM
KGMG-FM	KGMS-FM	KGVY-AM	KHYT-FM
KIIM-FM	KJLL-AM	KLPX-FM	KMXZ-FM
KNST-AM	KOAZ-FM	KOHT-FM	KQTL-AM
KRQQ-FM	KSAZ-AM	KTKT-AM	KTZR-AM
KWFM-FM	KXEW-AM	KZLZ-FM	KZPT-FM

Competitive Media

Major Over the Air Television Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KVOA-TV	Tucson	4	NBC	Cordillera	
KUAT-TV	Tucson	6	PBS	U. of AZ	
KGUN	Tucson	9	ABC	Emmis	
KMSB-TV	Tucson	11	FOX	Belo	
KOLD-TV	Tucson	13	CBS	Raycom	
KTTU-TV	Tucson	18	UPN	Clear Channel	Belo
KTAZ-LP	Tucson	25	IND	Venture Tech. Gp.	
KHRR	Tucson	40	TEL	TV Apogeo de Tucson	

Colleges and Universities

	(# of Students)
U. of Arizona	33,310
Pima CC	24,737
Total Students (FT & PT)	58,047

Best Golf Courses

Tucson National, La Paloma, Ventana Canyon, TPC Starpass, Tucson CC

Weather Data

Elevation:	2584		
Annual Precipitation:	11.2 in.		
Annual Snowfall:	0.8 in.		
Average Windspeed:	8.2 (SE)		
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	63.5	98.3	81.5
Avg. Min. Temp:	38.2	74.2	54.1
Average Temp:	50.9	86.3	67.8

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade	Professional	Jul 90: 4.4%
2 Educational Svcs.	Admin. Support/Clerical	Jul 91: 3.6%
3 Health Svcs.	Sales	Jul 92: 4.8%
4 Manufac., Durables	Svc., Exclud. Protective & HH	Jul 93: 4%
5 Other Prof. Svcs.	Exec., Admin. & Managerial	Jul 94: 4.4%
6 Construction	Precis. Produc./Craft/Repair	All of 1995 3.3%
7 Fin., Ins. & Real Estate	Technicians & Support	All of 1996 3.8%
8 Public Administration	Machine Oprs., Fab., Assemb. & Inspec.	All of 1997 3.3%
9 Business & Repair Svcs.	Transportation & Moving	All of 1998 2.7%
10 Personal Svcs.	Handlers, Cleaners, Help., Laborers	All of 1999 3.1%
Total Metro Employees		
Top 10 Total Employees		

Major Radio Station Sales

Year	Calls	From	To	Price	(E)
1995	KKHG-F		Apogee	\$1,000,000	
1995	KKND, KKHG-F, KMXZ-F	Apogee	Journal	\$16,500,000	
1996	KXEW, KOHT-F			\$2,725,000	
1996	KCEE	Prism	SFX	\$500,000	
1996	KNST	Prism	SFX	\$3,400,000	
1996	KRQQ-F	Prism	SFX	\$10,500,000	
1996	KWFM-F	Prism	SFX	\$10,700,000	
1996	KTZR			\$650,000	
1996	KMRR (1330)			\$110,000	
1997	KCEE	SFX	Hicks/Chancellor	\$2,000,000	
1997	KNST	SFX	Hicks/Chancellor	\$6,000,000	
1997	KRQQ-F	SFX	Hicks/Chancellor	\$25,000,000	
1997	KWFM-F	SFX	Hicks/Chancellor	\$22,000,000	
1997	KTUC/KSJM-F		Slone	\$6,500,000	
1998	KLQB-F		Journal BG	\$6,500,000	
1998	KGvy			\$375,000	
4/20/99	KZLZ FM	Z-Spanish	Desert West Air	\$6,500,000	
9/1/99	KZLZ FM	Z-Spanish	Desert West Air	\$6,500,000	
3/3/00	KTUC AM, KOAZ FM	Slone Broadcasting	Slone Radio	\$6,500,000	
4/21/00	KZLZ FM	Z-Spanish	Entravision	\$6,500,000	
5/2/00	KQTL AM	Cima Broadcasting	Radio Unica	\$3,300,000	Serafin
12/22/00	KCUB AM	Slone Broadcasting	Citadel	\$758,670	Kalii
12/22/00	KHYT FM	Slone Broadcasting	Citadel	\$14,566,473	Kalii
12/22/00	KIIM FM	Slone Broadcasting	Citadel	\$41,878,612	Kalii
12/22/00	KOAZ FM	Slone Radio	Citadel	\$5,310,693	Kalii
12/22/00	KTUC AM	Slone Radio	Citadel	\$485,549	Kalii
1/3/01	KGMS FM	Clear Channel	Simmons Family, Inc.		Media Svcs
1/12/01	KCEE AM	Clear Channel	Good News Broadcasting, Inc.		Kalii
1/12/01	KGMS FM	Good Music, Inc.	Clear Channel	\$2,900,000	Kalii

2000 ARB Rank:	62	2000 Revenue:	\$41,200,000	Manager's Market Ranking (current):	3.8
2000 MSA Rank:	71	Rev per Share Point:	\$473,982	Manager's Market Ranking (future) :	3.9
2000 DMA Rank:	59	Population per Station:	32,629		
2000 Rev Rank:	58 of 173	2000 Revenue Change:	1.2%	Five-year revenue gain % (95-00):	43.6

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	28.7	32.1	35.3	36.8	40.7	41.2					
Yearly Growth Rate (95-00): 6.5% assigned											
Projected Revenue Estimates:							43.1	45.5	48.6	53.0	57.3
Revenue per Capita:	38.32	42.24	46.14	46.64	51.45	51.44					
Yearly Growth Rate (95-00): 6.1% assigned											
Projected Revenue per Capita:							53.14	55.42	58.48	63.17	67.49
Resulting Revenue Estimate:							45.1	47.6	50.9	55.5	60.0
Revenue as % of Retail Sales:	0.0037	0.0040	0.0042	0.0040	0.0042	0.0039					
Mean % (95-00) 0.0040											
Resulting Revenue Estimate:							45.8	49.1	52.5	55.8	59.2
MEAN REVENUE ESTIMATE:							44.7	47.4	50.7	54.8	58.8

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.749	0.760	0.765	0.789	0.791	0.801	0.811	0.821	0.831	0.839	0.849
Retail Sales (billions):	7.80	8.10	8.50	9.10	9.80	10.60	11.44	12.28	13.12	13.96	14.80

Market Profile

Below-the-Line Listening Shares:	0.0
Unlisted Station Listening:	11.6
Total Lost Listening:	11.6
Available Share Points:	88.4
Number of Viable Stations:	18.0
Average Share Points per Viable Station:	4.9
Rev. per Available Share Point:	\$473,982
Estimated Rev. for Mean Station:	\$2,322,512
Average HH Income:	\$39,996
Average Age:	36.3
Average Education:	12.2
Average Home Value:	\$58,300
Population Change (1999-2004):	6.1
Retail Sales Change (1999-2004):	42.4
Cable Penetration:	59.6
Number of Class B or C FMs:	13

Confidence Levels

2000 Revenue Estimates:
 2001-to-2005 Revenue Estimates:

Comments: Market reports revenue to Miller, Kaplan. All viable stations cooperate except KXOJ-F along with KCFO.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$41,200,000	21.0	0.0039
Television	\$71,400,000	36.4	0.0067
Newspaper	\$68,500,000	34.9	0.0065
Outdoor	\$8,300,000	4.2	0.0008
Cable TV	\$7,000,000	3.6	0.0007
Media Totals:	\$196,400,000		0.0185

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)	Combined Revenue	Revenue Share
1 Cox Radio: KJSR FM, KRAV FM, KRMG AM, KRTQ FM, KWEN FM	\$17,700,000	42.2
2 Clear Channel: KAKC AM, KIZS FM, KMOD FM, KMRX FM, KQLL FM, KQLL AM	\$8,867,000	21.2
3 Renda: KBEZ FM, KHTT FM	\$6,080,000	14.5
4 Journal Broadcast Group: KCKI FM, KVOO FM, KVOO AM	\$5,567,000	13.3
5 Shamrock Communications: KCFM FM, KMYZ FM	\$2,292,000	5.5
6 Perry Broadcasting Co.: KGTO AM, KJMM FM	\$960,000	2.3
7 Michael Perry Stephens: KEMX FM, KTFR FM, KXOJ FM, KXOJ AM	\$500,000	1.2

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KWEN FM	C	\$5,760,000	13.7
2 KMOD FM	AOR	\$4,807,000	11.5
3 KRMG AM	FS/T	\$4,347,000	10.4
4 KJSR FM	CL HITS	\$3,413,000	8.1
5 KBEZ FM	SAC	\$3,280,000	7.8
6 KVOO FM	C	\$3,200,000	7.6
7 KHTT FM	CHR	\$2,800,000	6.7
8 KRAV FM	AC	\$2,670,000	6.4
9 KQLL FM	O	\$2,481,000	5.9
10 KMYZ FM	AOR-NR	\$1,739,000	4.2
11 KCKI FM	C	\$1,467,000	3.5
12 KRTQ FM	AOR-NR	\$1,416,000	3.4
13 KVOO AM	C/O	\$900,000	2.1
14 KJMM FM	B	\$870,000	2.1
15 KIZS FM	CHR	\$689,000	1.6
16 KCFM FM	CL	\$553,000	1.3
17 KXOJ FM	REL-CC	\$500,000	1.2
18 KQLL AM	SPRTS	\$480,000	1.1
19 KAKC AM	SP-C	\$230,000	0.5
20 KMRX FM	AC/NR	\$180,000	0.4
21 KGTO AM	ST	\$90,000	0.2

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	87.4	\$35,368,000	(+3.0)
National:	12.6	\$5,119,000	(+3.8)
Note: Trade equals 2.2% of local. It was 2.5% in 1999 and 3.8% in 1998			

Tulsa

Commerce and Industry

Important Businesses and Industries

Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Phillips Petroleum 89	Oneok	Hale-Halsell	
Williams 168	Phillips Petroleum	QuikTrip	
Oneok 280	Williams Companies		

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White: 83.6	<\$20: 24.2	12-to-24 20.2	Non High School Grad: 20.0
Black: 8.7	\$20-\$49.9: 37.4	25-to-54 54.4	High School Grad: 29.8
Amer. Indian: 6.6	\$50-\$99.9: 28.7	55-plus 25.4	College 1-3 years: 29.4
Asian/Pac. Isl.: 1.2	\$100+: 9.7		College 4+ years: 20.8
Hispanic: * 3.2			

Viable Stations

KACM-AM	KBEZ-FM	KCFM-FM	KCKI-FM
KHTT-FM	KIZS-FM	KJMM-FM	KJSR-FM
KMOD-FM	KMRX-FM	KMYZ-FM	KQLL-AM
KQLL-FM	KRAV-FM	KRMG-AM	KRTQ-FM
KVOO-AM	KVOO-FM	KWEN-FM	KXOJ-FM

Competitive Media

Major Over the Air Television Calls

City of Lic.	Chan.	Net	Owner	LMA/JSA
Tulsa	2	NBC	Scripps Howard	
Tulsa	6	CBS	Griffin	
Tulsa	8	ABC	Allbritton	
Tulsa	11	PBS	OK ETV	
Tulsa	23	FOX	Clear Channel	
Tulsa	41	UPN	Clear Channel	
Okmulgee	44	PAX	Paxson	Scripps
Tulsa	47	IND	LeSea	

Colleges and Universities

	(# of Students)
Tulsa CC	16,274
U. of Tulsa	4,191
Oral Roberts U.	3,565
Rogers U.	2,981
Oklahoma State U.: Okmulgee	2,289
National Education Center: Spartan School of Aeronautics	583
Bacone Coll.	401
Total Students (FT & PT)	30,284

Major Daily Newspapers

	AM	PM	Sun	Owner
Tulsa World	149,292		209,392	Robert E. Lorton

Best Golf Courses

Southern Hills, GC of Oklahoma, Cedar Ridge

Weather Data

Elevation:	650		
Annual Precipitation:	38.0 in.		
Annual Snowfall:	9.3 in.		
Average Windspeed:	10.6 (S)		
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	47.0	92.8	71.1
Avg. Min. Temp:	26.1	71.4	49.2
Average Temp:	36.6	82.1	60.2

Employment Breakdowns

By Industry

1 Retail Trade	64,577	16.81%
2 Manufac., Durables	47,095	12.26%
3 Health Svcs.	30,952	8.06%
4 Educational Svcs.	27,785	7.23%
5 Other Prof. Svcs.	27,295	7.11%
6 Transportation	25,756	6.71%
7 Fin., Ins. & Real Estate	25,377	6.61%
8 Wholesale Trade	21,068	5.48%
9 Construction	20,936	5.45%
10 Business & Repair Svcs.	20,010	5.21%

By Occupation

Admin. Support/Clerical	65,869	17.15%
Professional	52,720	13.72%
Exec., Admin. & Managerial	50,701	13.20%
Sales	49,179	12.80%
Precis. Produc./Craft/Repair	48,429	12.61%
Svc., Exclud. Protective & HH	40,516	10.55%
Machine Oprs., Fab., Assemb. & Inspec.	23,114	6.02%
Technicians & Support	14,856	3.87%
Transportation & Moving	14,176	3.69%
Handlers, Cleaners, Help., Laborers	11,963	3.11%

Unemployment

Jul 90:	4.6%
Jul 91:	5.8%
Jul 92:	5.8%
Jul 93:	6.7%
Jul 94:	5.4%
All of 1995	4.2%
All of 1996	3.3%
All of 1997	3.5%
All of 1998	3.5%
All of 1999	3.2%

Total Metro Employees	384,124
Top 10 Total Employees	310,851 80.92%

Major Radio Station Sales

Major Radio Station Sales Since 1994

Year	Calls	From	To	Price	(E)
1994	KCKI-F (Henryetta)		Great Empire	\$1,200,000	
1995	KTFX-F		NewCity	\$3,500,000	
1995	KJMM-F (87.5%)			\$875,000	
1996	KQLL-AM	Federated	Clear Channel	\$10,000,000	
1996	KOAS-F	Federated	Clear Channel	\$1,900,000	
1996	KMYZ (Pryor)	Sold by Shamrock		\$40,000	
1996	KCFM-F (94.1, Okmulgee)		Shamrock	\$1,800,000	
1996	KRMG	NewCity	Cox	\$10,000,000	
1996	KWEN-F	NewCity	Cox	\$25,000,000	
1996	KJSR-F	NewCity	Cox	\$6,000,000	
1996	KGTO, KRAV-F		Cox	\$5,500,000	
1997	KQSY-F (100.5: Collinsville)	Clear Channel		\$1,900,000	
1998	KTOW/KTFX-F		Wm. Payne		
1998	KVOO-F	Great Empire	Journal	\$16,000,000	
1998	KVOO	Great Empire	Journal	\$4,400,000	
1998	KCKI-F	Great Empire	Journal	\$6,500,000	
2/5/99	KTFX FM	Wm. Payne	Cox Radio	\$3,500,000	
2/6/01	KGTO AM	Cox Radio	Perry Broadcasting Co.	\$455,000	

2000 ARB Rank:	151	2000 Revenue:	\$11,000,000	Manager's Market Ranking (current):	3.0
2000 MSA Rank:	166	Rev per Share Point:	\$139,417	Manager's Market Ranking (future):	3.0
2000 DMA Rank:	168	Population per Station:	12,805	19	
2000 Rev Rank:	150 of 173	2000 Revenue Change:	2.8%	Five-year revenue gain % (95-00):	37.5

Revenue History and Projections

	Radio Revenue History					Radio Revenue Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	8.0	8.3	8.6	9.8	10.7	11.0					
Yearly Growth Rate (95-00): 5.4% assigned											
Projected Revenue Estimates:							11.4	12.0	12.7	13.6	14.2
Revenue per Capita:	26.14	27.39	29.45	33.33	36.52	37.80					
Yearly Growth Rate (95-00): 5.6% assigned											
Projected Revenue per Capita:							39.45	41.81	44.56	47.72	50.18
Resulting Revenue Estimate:							11.9	12.6	13.3	14.2	14.9
Revenue as % of Retail Sales:	0.0033	0.0035	0.0033	0.0036	0.0038	0.0038					
Mean % (95-00) 0.0036											
Resulting Revenue Estimate:							10.7	11.0	11.3	11.6	11.9
MEAN REVENUE ESTIMATE:							11.4	11.9	12.4	13.1	13.6

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.306	0.303	0.292	0.294	0.293	0.291	0.289	0.287	0.285	0.285	0.283
Retail Sales (billions):	2.40	2.40	2.60	2.70	2.80	2.90	2.98	3.06	3.14	3.22	3.30

Market Profile

Below-the-Line Listening Shares:	10.2
Unlisted Station Listening:	10.9
Total Lost Listening:	21.1
Available Share Points:	78.9
Number of Viable Stations:	10.0
Average Share Points per Viable Station:	7.9
Rev. per Available Share Point:	\$139,417
Estimated Rev. for Mean Station:	\$1,101,394
Average HH Income:	\$37,882
Average Age:	36.7
Average Education:	12.1
Average Home Value:	\$69,000
Population Change (1999-2004):	-2.7
Retail Sales Change (1999-2004):	15.0
Cable Penetration:	77.0
Number of Class B or C FMs:	7

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. WOWB-F does not participate. Managers expect 4-to-5% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$11,000,000	17.7	0.0038
Television	\$21,900,000	35.3	0.0076
Newspaper	\$24,700,000	39.8	0.0085
Outdoor	\$2,900,000	4.7	0.0010
Cable TV	\$1,500,000	2.4	0.0005
Media Totals:	\$62,000,000		0.0214

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Regent: WFRG FM, WIBX AM, WLZW FM, WODZ FM, WRUN AM	\$5,650,000	51.4
2 Clear Channel: WADR AM, WLFH AM, WOUR FM, WOWB FM, WOWZ FM, WRFM FM, WRNY AM, WSKS FM, WUTQ AM	\$2,286,000	20.8
3 Galaxy Communications: WKLL FM, WRCK FM, WTLB AM	\$1,926,000	17.5
4 WLFH AM, WOWB FM, WOWZ FM (bought by Clear Channel 12/8/00):	\$404,000	3.7

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WFRG FM	C	\$2,250,000	20.5
2 WLZW FM	AC	\$2,150,000	19.5
3 WRCK FM	CL AOR	\$1,100,000	10.0
4 WOUR FM	AOR	\$1,090,000	9.9
5 WIBX AM	T	\$840,000	7.6
6 WSKS FM	CHR	\$820,000	7.5
7 WKLL FM	AOR	\$656,000	6.0
8 WODZ FM	O	\$410,000	3.7
9 WOWB FM	CHR	\$400,000	3.6
10 WRFM FM	SAC	\$255,000	2.3
11 WTLB AM	ST	\$170,000	1.5
12 WRNY AM	SPRTS	\$125,000	1.1

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	88.7	\$8,560,000	(+6.3)
National:	11.3	\$1,086,000	(-13.0)
Note: Trade equals 7.1% of local. It was 11.1% in 1999 and 11.6% in 1998			

Utica-Rome

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Copper Products Metal Products Castings Power Tools				

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	93.3	<\$20: 27.7	12-to-24 20.4
Black:	5.3	\$20-\$49.9: 40.7	25-to-54 49.2
Amer. Indian:	0.2	\$50-\$99.9: 26.0	55-plus 30.4
Asian/Pac.Isl.:	1.2	\$100+: 5.5	Non High School Grad: 25.3
Hispanic: *	2.8		High School Grad: 33.2
			College 1-3 years: 25.4
			College 4+ years: 16.0

Viable Stations

WFRG-FM	WIBX-AM	WKLL-FM	WLZW-FM
WODZ-FM	WOUR-FM	WOWB-FM	WRCK-FM
WRFM-FM	WSKS-FM	WTLB-AM	

Colleges and Universities

	(# of Students)
Mohawk Valley CC	4,410
Colgate U.	2,776
SUNY Inst. of Tech. at Utica/Rome	2,393
Herkimer County CC	2,191
Utica C of Syracuse U.	1,973
Hamilton Coll.	1,705
Utica School of Commerce	611
Total Students (FT & PT)	16,059

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WKTV	Utica	2	NBC	Smith	
WPNY-LP	Utica	11	UPN	Quorum	
WUTR (JSA)	Utica	20	ABC		Ackerley
WFXV	Utica	33	FOX	Quorum	

Major Daily Newspapers

	AM	PM	Sun	Owner
Utica Observer-Dispatch	48,630		58,962	Gannett Co. Inc.
Rome Daily Sentinel		15,781		George Waters

Best Golf Courses

Weather Data

NO WEATHER DATA AVAILABLE
See Syracuse for an approximation

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade 21,436 17.27%	Admin. Support/Clerical 21,206 17.09%	All of 1995 5.6%
2 Manufac., Durables 16,798 13.54%	Professional 18,374 14.81%	All of 1996 5.3%
3 Health Svcs. 14,261 11.49%	Svc., Excl. Protective & HH 15,930 12.84%	All of 1997 5.3%
4 Educational Svcs. 12,205 9.83%	Precis. Produc./Craft/Repair 14,342 11.56%	All of 1998 4.5%
5 Public Administration 8,871 7.15%	Sales 13,223 10.65%	All of 1999 4.3%
6 Fin., Ins. & Real Estate 8,779 7.07%	Exec., Admin. & Managerial 12,392 9.99%	
7 Other Prof. Svcs. 7,439 5.99%	Machine Oprs., Fab., Assemb. & Inspec. 9,355 7.54%	
8 Construction 6,847 5.52%	Transportation & Moving 4,408 3.55%	
9 Manufac., Non-Durables 5,267 4.24%	Technicians & Support 4,378 3.53%	
10 Transportation 3,952 3.18%	Handlers, Cleaners, Help., Laborers 3,962 3.19%	
Total Metro Employees 124,103		
Top 10 Total Employees 105,855 85.30%		

Major Radio Station Sales

Major Radio Station Sales Since 1994

Year	Calls	From	To	Price	(E)
1994	WTLB, WRCK-F	H & D	Radio Corp.	\$1,000,000	
1995	WUTQ, WOUR-F	Sold by Bendat		\$1,350,000	
1995	WIBX, WLZW-F	Sold by Black River		\$3,100,000	
1996	WUTQ, WOUR-F	Bendat	Dame	\$1,500,000	
1996	WADR, WUUU-F, WRNY, WSKS-F	Dame		\$1,500,000	
1998	WADR	Dame	Clear Channel	\$200,000	
1998	WRFM-F	Dame	Clear Channel	\$800,000	
1998	WRNY (1350)	Dame	Clear Channel	\$300,000	
1998	WUTQ	Dame	Clear Channel	\$300,000	
1998	WOUR-F	Dame	Clear Channel	\$2,800,000	
1998	WSKS-F	Dame	Clear Channel	\$1,900,000	
1/19/99	WODZ AM	Forever	Bible Bcstg. Net.	\$50,000	
8/2/99	WFRG FM, WIBX AM, WLZW FM, WODZ FM, WRUN AM	Forever	Regent Comm.	\$44,000,000	With Watertown, NY:
12/8/00	WLFH AM, WOWB FM	Towpath Communications	Clear Channel	\$500,000	
12/8/00	WOWZ FM	Professional Broadcasting Corp.	Clear Channel		

2000 ARB Rank:	192	2000 Revenue:	\$9,500,000	Manager's Market Ranking (current):	3.7
2000 MSA Rank:	206	Rev per Share Point:	\$152,000	Manager's Market Ranking (future) :	3.8
2000 DMA Rank:	94	Population per Station:	17,130		
2000 Rev Rank:	161 of 173	2000 Revenue Change:	9.2%	Five-year revenue gain % (95-00):	33.8

Revenue History and Projections

	Radio Revenue History					Radio Revenue Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	7.1	7.4	8.0	8.0	8.7	9.5					
Yearly Growth Rate (95-00): 5.7% assigned											
Projected Revenue Estimates:							9.9	10.4	10.9	11.5	12.2
Revenue per Capita:	35.32	36.45	39.22	38.84	42.23	45.89					
Yearly Growth Rate (95-00): 4.2% assigned											
Projected Revenue per Capita:							47.60	49.76	51.66	54.50	57.28
Resulting Revenue Estimate:							10.4	10.9	11.4	12.0	12.8
Revenue as % of Retail Sales:	0.0039	0.0041	0.0044	0.0042	0.0044	0.0043					
Mean % (95-00) 0.0042											
Resulting Revenue Estimate:							9.7	9.7	10.1	10.5	10.9
MEAN REVENUE ESTIMATE:							10.0	10.3	10.8	11.3	12.0

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.201	0.203	0.204	0.206	0.206	0.207	0.208	0.209	0.211	0.211	0.213
Retail Sales (billions):	1.80	1.80	1.80	1.90	2.00	2.20	2.30	2.30	2.40	2.50	2.60

Market Profile

Below-the-Line Listening Shares:	25.5
Unlisted Station Listening:	12.0
Total Lost Listening:	37.5
Available Share Points:	62.5
Number of Viable Stations:	8.0
Average Share Points per Viable Station:	7.8
Rev. per Available Share Point:	\$152,000
Estimated Rev. for Mean Station:	\$1,185,600
Average HH Income:	\$35,038
Average Age:	33.2
Average Education:	12.1
Average Home Value:	\$50,300
Population Change (1999-2004):	2.4
Retail Sales Change (1999-2004):	25.0
Cable Penetration:	64.5
Number of Class B or C FMs:	4

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Managers expect 4-to-5% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Television	\$19,400,000	37.1	0.0088
Newspaper	\$19,100,000	36.5	0.0087
Outdoor	\$2,400,000	4.6	0.0011
Cable TV	\$1,900,000	3.6	0.0009
Media Totals:	\$52,300,000		0.0238

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: KCKR FM, KWTX FM, KWTX AM, WACO FM	\$5,170,000	54.4
2 Chase Radio Partners: KBRQ FM	\$1,150,000	12.1
3 KRZI, Inc.: KLRK FM, KRZI AM, KRZX AM	\$725,000	7.6
4 M&M Broadcasters, Ltd.: KWOW FM	\$700,000	7.4
5 Kennelwood Broadcasting Co., Inc.: KBCT FM	\$475,000	5.0
6 American Broadcasting of Texas: KBBW AM	\$240,000	2.5

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WACO FM	C	\$2,600,000	27.4
2 KWTX FM	CHR	\$1,900,000	20.0
3 KBRQ FM	AOR	\$1,150,000	12.1
4 KWOW FM	C/O	\$700,000	7.4
5 KCKR FM	O	\$670,000	7.1
6 KBCT FM	J	\$475,000	5.0
7 KLRK FM	SAC	\$400,000	4.2
8 KRZI AM	T	\$325,000	3.4
9 KBBW AM	REL	\$240,000	2.5

Waco

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Agribusiness Asbestos Apparel Glass				

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education	
White:	81.6	<\$20: 31.2	12-to-24	Non High School Grad: 27.4
Black:	16.8	\$20-\$49.9: 35.7	25-to-54	High School Grad: 27.5
Amer. Indian:	0.4	\$50-\$99.9: 25.9	55-plus	College 1-3 years: 27.7
Asian/Pac. Isl.:	1.2	\$100+: 7.2		College 4+ years: 17.4
Hispanic: *	16.6			

Viable Stations

KBBW-AM	KBCT-FM	KBRQ-FM	KCKR-FM
KLRK-FM	KRZI-AM	KWOW-FM	KWTX-FM
WACO-FM			

Colleges and Universities

	(# of Students)
Baylor U.	12,900
McLennan CC	3,359
Hill Coll.	2,409
Texas State Technical College: Waco	1,047
Total Students (FT & PT)	19,715

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KBTX-TV	Bryan	3	CBS	Gray	
KCEN-TV	Temple-Waco	6	NBC	Chan 6.	
KWTX-TV	Waco	10	CBS	Gray	
KXXV	Waco	25	ABC	Centex	
KCTF	Waco	33	PBS		
KWKT	Waco	44	FOX	Comm. Corp.	
KAKW	Killeen	62	UPN/WB	White Knight	Comm.Corp.

Best Golf Courses

Weather Data

NO WEATHER DATA AVAILABLE
See Dallas for an approximation

Major Daily Newspapers

	AM	PM	Sun	Owner
Waco Tribune-Herald	40,660		52,112	Cox Newspapers Inc.

Employment Breakdowns

By Industry			By Occupation			Unemployment		
1 Retail Trade	15,952	17.60%	Admin. Support/Clerical	14,736	16.26%	All of 1995		4.6%
2 Educational Svcs.	10,109	11.15%	Professional	12,774	14.09%	All of 1996		4.5%
3 Manufac., Durables	8,684	9.58%	Svc., Exclud. Protective & HH	10,728	11.84%	All of 1997		4.6%
4 Health Svcs.	8,119	8.96%	Sales	10,681	11.78%	All of 1998		4.3%
5 Manufac., Non-Durables	7,242	7.99%	Precis. Produc./Craft/Repair	10,580	11.67%	All of 1999		3.3%
6 Fin., Ins. & Real Estate	5,957	6.57%	Exec., Admin. & Managerial	9,783	10.79%			
7 Other Prof. Svcs.	5,727	6.32%	Machine Oprs., Fab., Assemb. & Inspec.	7,181	7.92%			
8 Construction	5,033	5.55%	Transportation & Moving	3,825	4.22%			
9 Business & Repair Svcs.	4,043	4.46%	Handlers, Cleaners, Help., Laborers	3,569	3.94%			
10 Wholesale Trade	3,925	4.33%	Technicians & Support	2,850	3.14%			
Total Metro Employees	90,643							
Top 10 Total Employees	74,791	82.51%						

Major Radio Station Sales

Major Radio Station Sales Since 1992

Year	Calls	From	To	Price	(E)
1992	KNFO-F			\$1,250,000	
1993	KNFO-F		Broadcasters Unlimited	\$610,000	
1993	KJNE-F	Moran	Sonance	\$850,000	
1996	WACO-AF		Gulfstar	\$3,800,000	
1996	KWTX-AF		Gulfstar	\$3,800,000	
1996	KCKR-F	Chaney	Gulfstar	\$2,100,000	
1997	Gulfstar stations		merged into Capstar.		
3/18/99	KKTK AM	Capstar	M & M Broadcasters	\$450,000	
3/6/00	KBRQ FM	AMFM	Chase Radio		
				AMFM/CCU divestiture. Group transaction.	

2000 ARB Rank:	9	2000 Revenue:	\$369,000,000	Manager's Market Ranking (current):	4.4
2000 MSA Rank:	5	Rev per Share Point:	\$4,591,687	Manager's Market Ranking (future) :	3.7
2000 DMA Rank:	8	Population per Station:	114,519		
2000 Rev Rank:	6 of 173	2000 Revenue Change:	15.9%	Five-year revenue gain % (95-00):	90.4

Revenue History and Projections

	Radio Revenue History						Radio Revenue Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	193.8	195.6	226.0	257.6	318.4	369.0					
Yearly Growth Rate (95-00): 6.9% assigned											
Projected Revenue Estimates:							391.1	420.5	450.0	485.9	524.8
Revenue per Capita:	42.69	42.71	48.92	54.81	66.75	76.21					
Yearly Growth Rate (95-00): 5.1% assigned											
Projected Revenue per Capita:							79.59	84.34	88.97	94.72	100.88
Resulting Revenue Estimate:							409.5	440.3	471.2	508.7	549.5
Revenue as % of Retail Sales:	0.0041	0.0040	0.0046	0.0050	0.0058	0.0063					
Mean % (95-00) 0.0050											
Resulting Revenue Estimate:							304.4	317.8	331.2	344.6	358.0
MEAN REVENUE ESTIMATE:							368.3	392.9	417.5	446.4	477.4

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	4.540	4.580	4.520	4.700	4.770	4.842	4.914	4.986	5.058	5.130	5.202
Retail Sales (billions):	47.70	48.30	49.40	51.80	55.00	58.20	60.88	63.56	66.24	68.92	71.60

Market Profile

Below-the-Line Listening Shares:	2.4
Unlisted Station Listening:	15.8
Total Lost Listening:	18.2
Available Share Points:	81.8
Number of Viable Stations:	23.0
Average Share Points per Viable Station:	3.6
Rev. per Available Share Point:	\$4,591,687
Estimated Rev. for Mean Station:	\$16,530,073
Average HH Income:	\$71,969
Average Age:	35.7
Average Education:	12.8
Average Home Value:	\$166,100
Population Change (1999-2004):	7.5
Retail Sales Change (1999-2004):	25.3
Cable Penetration:	69.8
Number of Class B or C FMs:	17

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: WASH FM, WBIG FM, WGAY AM, WJMO FM, WMZQ FM, WTEM AM, WWDC FM, WWRC AM	\$113,140,000	30.1
2 CBS/Infinity: WARW FM, WHFS FM, WJFK FM, WPGC FM, WPGC AM	\$100,770,000	26.8
3 ABC Inc.: WJZW FM, WMAL AM, WRQX FM	\$55,751,000	14.8
4 Bonneville: WGMS FM, WTOP AM, WTOP FM, WWZZ FM	\$49,190,000	13.1
5 Radio One: WKYS FM, WMMJ FM, WOL AM, WYCB AM	\$41,340,000	11.0
6 Howard University: WHUR FM	\$11,975,000	3.2
7 Mega Communications: WBZS AM, WBZS FM, WKDL AM, WKDM AM, WPLC FM	\$2,000,000	0.5
8 Salem: WAVA FM	\$1,900,000	0.5

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WJFK FM	T	\$39,250,000	10.4
2 WPGC FM	CHR/U	\$31,200,000	8.3
3 WTOP AF	N	\$25,360,000	6.8
4 WRQX FM	AC/CHR	\$24,560,000	6.5
5 WASH FM	AC	\$23,750,000	6.3
6 WBIG FM	O	\$21,840,000	5.8
7 WMZQ FM	C	\$21,640,000	5.8
8 WKYS FM	B	\$21,540,000	5.7
9 WWDC FM	AOR	\$19,530,000	5.2
10 WMAL AM	FS/T	\$17,080,000	4.5
11 WMMJ FM	B/AC	\$16,900,000	4.5
12 WHFS FM	AOR-NR	\$15,970,000	4.3
13 WJMO FM	B/O	\$15,220,000	4.1
14 WJZW FM	J	\$14,111,000	3.8
15 WARW FM	CL AOR	\$12,800,000	3.4
16 WHUR FM	B/AC	\$11,975,000	3.2
17 WGMS FM	CL	\$11,950,000	3.2
18 WWZZ FM	CHR	\$11,880,000	3.2
19 WTEM AM	SPRTS	\$8,100,000	2.2
20 WWRC AM	BIZ	\$3,060,000	0.8
21 WBZS AA	SP-TP	\$2,000,000	0.5
22 WAVA FM	REL	\$1,900,000	0.5
23 WPGC AM	B/G	\$1,550,000	0.4
24 WOL AM	B/T	\$1,500,000	0.4
25 WYCB AM	B/G	\$1,400,000	0.4

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	63.8	\$236,795,000	(+13)
National:	36.2	\$134,582,000	(+21.4)

Note: Trade equals 1.2% of local. It was 1.1% in 1999 and 1.8% in 1998

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Hungerford. All viable stations except WAVA-F cooperate. Managers predict a 7-to-9% revenue gain in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$369,000,000	23.7	0.0063
Television	\$583,000,000	37.4	0.0100
Newspaper	\$538,000,000	34.6	0.0092
Outdoor	\$43,000,000	2.8	0.0007
Cable TV	\$24,000,000	1.5	0.0004
Media Totals:	\$1,557,000,000		0.0268

Note: Use Newspaper and Outdoor estimates with caution.

Washington, DC

Commerce and Industry

Important Businesses and Industries

Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Government	Fannie Mae 26	AES	Advanced Automation Technologies
Tourism	Freddie Mac 50	AOL Time Warner	American Psych Systems
Research	Lockheed Martin 69	Capital One Financial	Atlantic Corporate Interiors
Printing	General Dynamics 180	Ciena	Betah Associates
Publishing	Marriott International 186	Danaher	Bowman Consulting Group
High Tech	US Airways Group 202	Fannie Mae	Cherokee Information Services
	America Online	Freddie Mac	Creative Technology
	(AOL/TimeWarner)	Gannett	CTX
	AES 279	General Dynamics	CyberRep.com
	Gannett 288	Lockheed Martin	DataSource
	Nextel Communications 311	Marriott	Dit Solutions
	Capital One Financial 327	Nextel	Down Under Construction
	Crestline Capital 359	PEPCO	HealthScribe
	Sodexo Marriott Services 363	US Airways Group	Hsu Development
	USA Education 401	USA Education	Indus (and more)
	Danaher 441		

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	67.3	<\$20: 10.3	12-to-24 20.0
Black:	25.5	\$20-\$49.9: 25.9	25-to-54 60.9
Amer. Indian:	0.3	\$50-\$99.9: 38.4	55-plus 19.1
Asian/Pac.Isl.:	6.9	\$100+: 25.4	Non High School Grad: 15.1
Hispanic: *	7.7		High School Grad: 22.9
			College 1-3 years: 24.9
			College 4+ years: 37.1

Viable Stations

WARW-FM	WASH-FM	WAVA-FM	WBIG-FM
WBZS-AA	WGAY-AM	WGMS-FM	WHFS-FM
WHUR-FM	WJFK-FM	WJMO-FM	WJZW-FM
WKYS-FM	WMAL-AM	WMMJ-FM	WMZQ-FM
WOL-AM	WPGC-AM	WPGC-FM	WRQX-FM
WTEM-AM	WTOP-AF	WWDC-FM	WWRC-AM
WWZZ-FM	WYCB-AM		

Competitive Media

Major Over the Air Television Calls

City of Lic.	Chan.	Net	Owner	LMA/JSA
Washington	4	NBC	NBC	
Washington	5	FOX	Fox	
Washington	7	ABC	Allbritton	
Washington	9	CBS	Gannett	
Arlington, VA	14	IND	Urban	
Washington	20	UPN	Paramount	
Washington	26	PBS	Greater Wash. ETV	
Washington	30	UNI	Entravision	
Washington	32	PBS	Howard U.	
Washington	50	WB	Tribune	
Washington	64	TEL	Onda	
Manassas, VA	66	PAX	Paxson	NBC

Major Daily Newspapers

AM	PM	Sun	Owner
The Washington Post	763,305	1,081,708	Washington Post Co.
The Washington Times	97,985	54,294	Community Newspaper Holdings, Inc.

Colleges and Universities

	(# of Students)
U. of Maryland: College Park	31,800
George Mason U.	23,579
George Washington U.	18,747
U. of Maryland: U. Coll.	14,055
Montgomery College: Rockville Campus	12,206
Georgetown U.	12,164
American U.	10,266
(and more)	
Total Students (FT & PT)	164,628

Best Golf Courses

Congressional (Blue), Burning Tree, TPC - Avenel, Wintergreen, Columbia, Chevy Chase CC

Weather Data

Elevation:		10	
Annual Precipitation:		40.0 in.	
Annual Snowfall:		16.8 in.	
Average Windspeed:		9.2 (S)	
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	43.5	88.2	66.7
Avg. Min. Temp:	27.7	69.1	47.8
Average Temp:	35.6	78.7	57.3

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Public Administration	Exec., Admin. & Managerial	Jul 90: 3.3%
2 Retail Trade	Professional	Jul 91: 4.4%
3 Other Prof. Svcs.	Admin. Support/Clerical	Jul 92: 5%
4 Fin., Ins. & Real Estate	Sales	Jul 93: 4.8%
5 Construction	Svc., Exclud. Protective & HH	Jul 94: 4.1%
6 Educational Svcs.	Precis. Produc./Craft/Repair	All of 1995 4.2%
7 Business & Repair Svcs.	Technicians & Support	All of 1996 3.9%
8 Health Svcs.	Transportation & Moving	All of 1997 3.7%
9 Transportation	Handlers, Cleaners, Help., Laborers	All of 1998 3.2%
10 Manufac., Durables	Machine Oprs., Fab., Assemb. & Inspec.	All of 1999 2.6%
Total Metro Employees		
Top 10 Total Employees		

Major Radio Station Sales

Major Radio Station Sales Since 1993

Year	Calls	From	To	Price	(E)
1993	WPRW (Manassas)		Capital Kids Radio	\$355,000	
1993	WHFS-F (Annapolis)	Duchossois	Liberty	\$15,825,000	
1993	WPGC-F	Cook Inlet	Infinity	\$60,000,000	
1993	WXTR-F	Four Seasons	Liberty	\$19,000,000	
1994	WKYS-F	Albimar	Radio One	\$34,000,000	
1995	WARW-F	CBS	Westinghouse	\$28,000,000	
1995	WMAL, WRQX-F	Cap Cities/ABC	Disney/ABC	\$78,000,000	
1995	WXTR-F	Liberty	SFX	\$21,000,000	
1995	WHFS-F	Liberty	SFX	\$46,600,000	
1996	WXTR-F (WQSI/WXVR-F)	SFX	Bonneville	\$25,000,000	
1996	WGAY-F	Traded by Greater Media	Evergreen		WKLB in Boston
1996	WJFK-F	Infinity	Westinghouse	\$163,000,000	
1996	WPGC-AF	Infinity	Westinghouse	\$215,000,000	
1996	WWRC	Greater Media	Evergreen	\$22,500,000	
1996	WHFS-F Traded	SFX	Westinghouse		KTXQ-F, KRWW-F in Dallas
1996	WTEM	Colfax	Chancellor	\$8,000,000	
1996	WBIG-F	Colfax	Chancellor	\$55,000,000	
1996	WGMS-F	Colfax	Chancellor	\$49,000,000	
1997	WBZS	Viacom	Chancellor	\$4,000,000	
1997	WJZW-F	Viacom	Chancellor	\$57,000,000	
1997	WZHF, WMZQ-F	Viacom	Chancellor	\$151,000,000	
1997	WJZW-F	Chancellor	Disney/ABC	\$60,000,000	
1997	WNTL (1030)		Mortenson	\$1,500,000	
1997	WBZS	Chancellor	John Douglas	\$6,000,000	
1997	WZHF	Chancellor	John Douglas	\$4,000,000	
1997	WTOP, WGMS-F	Chancellor	Bonneville		Trade
1997	WYCB		Radio One		
1998	WTOP-F (94.3: Warrentown)		Bonneville	\$2,600,000	
1998	WWDC-AF		Chancellor	\$72,000,000	
1998	WKDL/WKDV		Mega	\$2,500,000	
1998	WUPP-F	Abel	Bonneville		WTOP-F + 8,100,000
1998	WKDV/WKDL	Mega Bcstg	Mega	\$13,000,000	
1998	WINX	Bill Parris	Mega	\$600,000	
3/26/99	WBZS AM	Douglas	Mega		with WZHF: \$11,000,000
3/26/99	WZHF AM	Douglas	Mega		with WBZS: \$11,000,000
9/8/99	WILC AM	ILC Corporation	ZGS Radio	\$5,500,000	
10/21/99	WABS AM	Radio 780, Inc.	Salem	\$4,100,000	
11/25/99	WMJS FM	MJS Communications, Inc.	Mega	\$5,250,000	
12/13/99	WTRI AM	Capital Bcstg.	JMK Communications	\$900,000	
1/31/00	WACA AM	EXCL	Entravision		Group transaction: \$250,000,000
4/9/00	WKDV AM, WZHF AM	Mega	Multicultural		
4/14/00	WKCW AM	Bill Parris	Multicultural	\$450,000	
4/17/00	WPLC FM	First Virginia Commun.	Mega	\$5,250,000	
9/13/00	WACA AM	Entravision	Entravision Holdings	\$2,500,000	

Waterloo-Cedar Falls

2000 ARB Rank:	233	2000 Revenue:	\$7,700,000	Manager's Market Ranking (current):	2.9
2000 MSA Rank:	283	Rev per Share Point:	\$115,269	Manager's Market Ranking (future) :	3.3
2000 DMA Rank:	89 (w/Cedar Rapids, Dubuque)	Population per Station:	10,927		
2000 Rev Rank:	167 of 173	2000 Revenue Change:	8.5%	Five-year revenue gain % (95-00):	48.1

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	5.2	5.6	6.1	6.6	7.1	7.7					
Yearly Growth Rate (95-00): 5.8% assigned											
Projected Revenue Estimates:							8.0	8.3	8.8	9.4	10.0
Revenue per Capita:	42.28	45.53	50.00	54.10	59.17	64.17					
Yearly Growth Rate (95-00): 6.4% assigned											
Projected Revenue per Capita:							66.67	69.17	73.33	78.33	82.65
Resulting Revenue Estimate:							8.4	8.7	9.2	9.8	10.5
Revenue as % of Retail Sales:	0.0037	0.0040	0.0041	0.0040	0.0042	0.0042					
Mean % (95-00) 0.0040											
Resulting Revenue Estimate:							7.4	7.9	8.4	8.8	9.2
MEAN REVENUE ESTIMATE:							7.9	8.3	8.8	9.3	9.9

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.123	0.123	0.122	0.122	0.120	0.120	0.120	0.120	0.120	0.120	0.121
Retail Sales (billions):	1.40	1.40	1.50	1.63	1.70	1.82	1.86	1.97	2.10	2.20	2.30

Market Profile

Below-the-Line Listening Shares:	19.0
Unlisted Station Listening:	14.2
Total Lost Listening:	33.2
Available Share Points:	66.8
Number of Viable Stations:	8.0
Average Share Points per Viable Station:	8.4
Rev. per Available Share Point:	\$115,269
Estimated Rev. for Mean Station:	\$968,260
Average HH Income:	\$42,271
Average Age:	34.8
Average Education:	12.4
Average Home Value:	\$44,300
Population Change (1999-2004):	0.0
Retail Sales Change (1999-2004):	29.4
Cable Penetration:	N/A
Number of Class B or C FMs:	5

Confidence Levels

2000 Revenue Estimates:	Below normal
2001-to-2005 Revenue Estimates:	Below normal

Comments: Managers predict 4-to-6% revenue growth in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$7,700,000	16.2	0.0042
Television	\$19,900,000	42.0	0.0109
Newspaper	\$18,000,000	38.0	0.0099
Outdoor	\$1,800,000	3.8	0.0010
Cable TV			
Media Totals:	\$47,400,000		0.0260

Note: Use Newspaper and Outdoor estimates with caution. Split DMA with Cedar Rapids and Dubuque. TV rev. is estimate of Waterloo's share. Total TV revenue for DMA is estimated at \$49,800,000.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Cumulus Media: KCRR FM, KKCX FM, KOEL FM, KOEL AM	\$3,825,000	49.7
2 Bahakel: KFMW FM, KOKZ FM, KWLO AM, KXEL AM	\$3,110,000	40.4
3 Fife Communications Co., LLC: KCNZ AM, KCVM FM, KDNZ AM	\$510,000	6.6
4 Cedar Valley Bcstg Co.: KWAY FM, KWAY AM	\$250,000	3.2

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KKCX FM	C	\$1,600,000	20.8
2 KOEL FM	C	\$1,475,000	19.2
3 KFMW FM	AOR	\$1,250,000	16.2
4 KOKZ FM	O	\$1,200,000	15.6
5 KCRR FM	CL AOR	\$750,000	9.7
6 KCVM FM	CHR/AC	\$410,000	5.3
7 KWLO AM	ST	\$400,000	5.2
8 KXEL AM	T	\$260,000	3.4
9 KWAY FM	AC	\$250,000	3.2
10 KCNZ AA	T	\$100,000	1.3

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies

Socio-Economic Breakdowns

Ethnic	Income (\$000)		Age		Education		
White:	91.0	<\$20:	25.6	12-to-24	24.3	Non High School Grad:	18.7
Black:	7.7	\$20-\$49.9:	35.8	25-to-54	47.8	High School Grad:	38.9
Amer. Indian:	0.2	\$50-\$99.9:	30.1	55-plus	27.9	College 1-3 years:	23.7
Asian/Pac.Isl.:	1.2	\$100+:	8.5			College 4+ years:	18.7
Hispanic: *	1.4						

Viable Stations

KCRR-FM	KCVM-FM	KFMW-FM	KKCV-FM
KOEL-FM	KOKZ-FM	KWAY-FM	KWLO-AM
KXEL-AM			

Colleges and Universities

	(# of Students)
U. of Northern Iowa	13,545
Hawkeye CC	3,847
Wartburg Coll.	1,505
Total Students (FT & PT)	18,897

Competitive Media

Major Over the Air Television
See Cedar Rapids

Major Daily Newspapers	AM	PM	Sun	Owner
Waterloo Courier		45,831	52,872	Howard Publications

Best Golf Courses

Weather Data

NO WEATHER DATA AVAILABLE.

Employment Breakdowns

By Industry			By Occupation			Unemployment	
1 Retail Trade	11,628	20.86%	Admin. Support/Clerical	8,853	15.88%	All of 1995	4.5%
2 Manufac., Durables	9,056	16.25%	Svc., Exclud. Protective & HH	8,306	14.90%	All of 1996	4.5%
3 Educational Svcs.	6,957	12.48%	Professional	8,233	14.77%	All of 1997	3.8%
4 Health Svcs.	4,695	8.42%	Sales	6,931	12.43%	All of 1998	3.6%
5 Other Prof. Svcs.	3,473	6.23%	Precis. Produc./Craft/Repair	6,118	10.98%	All of 1999	3.9%
6 Fin., Ins. & Real Estate	2,709	4.86%	Exec., Admin. & Managerial	5,044	9.05%		
7 Construction	2,453	4.40%	Machine Oprs., Fab., Assemb. & Inspec.	4,425	7.94%		
8 Manufac., Non-Durables	2,259	4.05%	Handlers, Cleaners, Help., Laborers	1,977	3.55%		
9 Business & Repair Svcs.	2,084	3.74%	Transportation & Moving	1,975	3.54%		
10 Wholesale Trade	1,984	3.56%	Technicians & Support	1,642	2.95%		
Total Metro Employees	55,741						
Top 10 Total Employees	47,298	84.85%					

Major Radio Station Sales

Major Radio Station Sales Since 1994

Year	Calls	From	To	Price	(E)
1994	KWLO, KFMW-F	Park	Tomlin/Knapp	\$3,000,000	
1995	KCIF and 96.1 CP			\$100,000	
1996	KWLO, KFMW-F	Tomlin/Knapp	Bahakel	\$3,500,000	
1996	KOEL-AF	Independence	Connoisseur	\$6,700,000	
1996	KKCV-F		Connoisseur	\$3,200,000	
1997	KCRR-F	Sold by Connoisseur		\$2,000,000	
11/29/99	KCRR FM, KKCV FM, KOEL AM, KOEL FM	Connoisseur	Cumulus	Group sale: \$242,000,000	

West Palm Beach

2000 ARB Rank:	50	2000 Revenue:	\$58,000,000	Manager's Market Ranking (current):	3.1
2000 MSA Rank:	56	Rev per Share Point:	\$1,008,696	Manager's Market Ranking (future):	4.0
2000 DMA Rank:	43	Population per Station:	36,752	25	
2000 Rev Rank:	43 of 173	2000 Revenue Change:	12.0%	Five-year revenue gain % (95-00):	72.1

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	33.7	35.3	38.2	43.5	51.8	58.0					
Yearly Growth Rate (95-00): 6.3% assigned											
Projected Revenue Estimates:							61.5	65.8	71.0	77.4	82.9
Revenue per Capita:	34.25	35.30	37.45	41.83	48.87	53.90					
Yearly Growth Rate (95-00): 6.4% assigned											
Projected Revenue per Capita:							56.32	59.39	63.17	67.90	71.71
Resulting Revenue Estimate:							64.4	68.9	74.3	81.0	86.8
Revenue as % of Retail Sales:	0.0030	0.0028	0.0029	0.0031	0.0033	0.0034					
Mean % (95-00) 0.0031											
Resulting Revenue Estimate:							57.5	62.1	66.6	71.1	75.6
MEAN REVENUE ESTIMATE:							61.1	65.6	70.6	76.5	81.8

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.984	1.000	1.020	1.040	1.060	1.076	1.092	1.108	1.124	1.140	1.156
Retail Sales (billions):	11.30	12.40	13.00	14.00	15.50	17.10	18.56	20.02	21.48	22.94	24.40

Market Profile

Below-the-Line Listening Shares:	30.1
Unlisted Station Listening:	12.4
Total Lost Listening:	42.5
Available Share Points:	57.5
Number of Viable Stations:	15.0
Average Share Points per Viable Station:	3.8
Rev. per Available Share Point:	\$1,008,696
Estimated Rev. for Mean Station:	\$3,833,045
Average HH Income:	\$49,418
Average Age:	42.6
Average Education:	12.6
Average Home Value:	\$98,400
Population Change (1999-2004):	7.5
Retail Sales Change (1999-2004):	48.0
Cable Penetration:	84.0
Number of Class B or C FMs:	9

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. WJBW-F, WDBF and a few low-rated AMs do not participate.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$58,000,000	19.2	0.0034
Television	\$115,000,000	38.1	0.0067
Newspaper	\$106,000,000	35.1	0.0062
Outdoor	\$13,000,000	4.3	0.0008
Cable TV	\$9,600,000	3.2	0.0006
Media Totals:	\$301,600,000		0.0176

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 CBS/Infinity: WEAT FM, WIRK FM, WMBX FM, WPBZ FM	\$25,150,000	43.4
2 James Crystal Enterprises: WDJA AM, WLJ AM, WRLX FM, WRMF FM	\$15,275,000	26.3
3 Clear Channel: WBZT AM, WJNO AM, WKGR FM, WLDI FM, WOLL FM, WWLV FM, WZZR FM	\$14,160,000	24.4
4 AM/FM Acquisition LLC (dba Quality Bcg): WDBE AM, WDBF AM, WJBW FM	\$2,200,000	3.8
5 Omni-Lingual Broadcasting Corp.: WPBR AM	\$320,000	0.6

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WEAT FM	SAC	\$11,300,000	19.5
2 WRMF FM	AC	\$10,200,000	17.6
3 WIRK FM	C	\$7,900,000	13.6
4 WKGR FM	CL AOR	\$4,470,000	7.7
5 WPBZ FM	AOR-NR	\$4,000,000	6.9
6 WLDI FM	CHR	\$3,200,000	5.5
7 WRLX FM	B/O	\$2,550,000	4.4
8 WDJA AA	SPRTS	\$2,525,000	4.4
9 WJNO AM	N/T	\$2,500,000	4.3
10 WMBX FM	AC/NR	\$1,950,000	3.4
11 WJBW FM	ST	\$1,600,000	2.8
12 WOLL FM	O	\$1,230,000	2.1
13 WZZR FM	T	\$950,000	1.6
14 WBZT AM	T	\$860,000	1.5
15 WWLV FM	J	\$770,000	1.3
16 WDBF AM	ST	\$600,000	1.0
17 WPBR AM	T	\$320,000	0.6

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	84.0	\$46,469,000	(+11.3)
National:	16.0	\$8,878,000	(+12.7)
Note: Trade equals 5.0% of local. In 1999, it was 6.3% and in 1998, it was 6.4%			

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Tourism Aircraft Equipment Electronics Sugar	Office Depot 167 FPL Group 264	FPL Group Office Depot	Orius Purity Wholesale Grocers	BarCharts Hospitality Solutions International

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	83.2	<\$20: 17.3 \$20-\$49.9: 32.5 \$50-\$99.9: 32.3 \$100+: 18.0	12-to-24 14.3 25-to-54 45.7 55-plus 40.0
Black:	14.9		Non High School Grad: 20.4 High School Grad: 29.9 College 1-3 years: 26.9 College 4+ years: 22.8
Amer. Indian:	0.2		
Asian/Pac.Isl.:	1.7		
Hispanic: *	11.4		

Viable Stations

WBZT-AM	WDBF-AM	WDJA-AA	WEAT-FM
WIRK-FM	WJBW-FM	WJNO-AM	WKGR-FM
WLDI-FM	WMBX-FM	WOLL-FM	WPBR-AM
WPBZ-FM	WRLX-FM	WRMF-FM	WWLV-FM
WZZR-FM			

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WPTV	West Palm Beach	5	NBC	Scripps Howard	Paxson
WPEC-TV	West Palm Beach	12	CBS	Freedom	
WTCN-LP	Stuart	16	WB		
WINQ-LP	Palm Beach	19	IND	Turner	
WPBF	Tequesta	25	ABC	Hearst-Argyle	
WFLX	West Palm Beach	29	FOX	Raycom	
WTVX	Ft. Pierce	34	UPN	Straight Line	Paramount
WXEL-TV	West Palm Beach	42	PBS	Barry U.	
WFGC	Palm Beach	61	IND	Christian	
WPXP	Lake Worth	67	PAX	Paxson	

Colleges and Universities

(# of Students)

Florida Atlantic U.	17,774
Palm Beach CC	12,149
Palm Beach Atlantic Coll.	1,974
Lynn U.	1,806
New England Inst. of Tech.	1,196
South College: Palm Beach Campus	325
Hobe Sound Bible Coll.	105
Cooper Career Inst.	100
Total Students (FT & PT)	35,429

Major Daily Newspapers

	AM	PM	Sun	Owner
The Palm Beach Post	171,956		219,489	Cox Newspapers Inc.

Best Golf Courses

Mayacoo Lakes, Seminole, Jupiter Hills, Pine Tree, Eagle Trace TPC, JDM CC, Old Marsh, Loxahatchee, Hammeck Dunes

Weather Data

NO WEATHER DATA AVAILABLE
See Miami for an approximation

Employment Breakdowns

By Industry			By Occupation			Unemployment		
1 Retail Trade	88,983	18.94%	Sales	73,728	15.69%	Jul 90:	7.5%	
2 Fin., Ins. & Real Estate	44,427	9.46%	Admin. Support/Clerical	70,664	15.04%	Jul 91:	10.1%	
3 Construction	40,848	8.69%	Professional	67,619	14.39%	Jul 92:	11.5%	
4 Health Svcs.	37,949	8.08%	Exec., Admin. & Managerial	66,321	14.12%	Jul 93:	9.9%	
5 Other Prof. Svcs.	32,471	6.91%	Svc., Exclud. Protective & HH	53,169	11.32%	Jul 94:	9.1%	
6 Manufac., Durables	31,263	6.65%	Precis. Produc./Craft/Repair	52,194	11.11%	All of 1995	7.2%	
7 Educational Svcs.	30,054	6.40%	Technicians & Support	16,691	3.55%	All of 1996	6.6%	
8 Business & Repair Svcs.	25,729	5.48%	Farming, Forestry & Fishing	15,945	3.39%	All of 1997	6.2%	
9 Wholesale Trade	23,466	4.99%	Transportation & Moving	14,453	3.08%	All of 1998	5.6%	
10 Personal Svcs.	20,328	4.33%	Handlers, Cleaners, Help., Laborers	13,442	2.86%	All of 1999	5.0%	
Total Metro Employees	469,814							
Top 10 Total Employees	375,518	79.93%						

West Palm Beach

Major Radio Station Sales

Major Radio Station Sales Since 1994

Year	Calls	From	To	Price	(E)
1994	WRLX-F		Fairbanks	\$5,500,000	
1994	WBZT, WIRK-F	Price	Amer. Radio Sys.	\$22,000,000	
1995	WEAT A/F	Taylor	OmniAmerica	\$20,000,000	
1995	WKGR-F (Ft. Pierce)	Amaturo	Amer. Radio Sys.	\$19,000,000	
1995	WOLL-F	Lappin	OmniAmerica	\$6,300,000	
1995	WPBZ-F (Indiantown)	Amaturo	Amer. Radio Sys.	\$10,000,000	
1995	WQOL-F (Vero Bch)		Commodore	\$3,080,000	
1995	WEAT A/F, WOLL-F	OmniAmerica	Citicasters	\$36,000,000	(E)
1995	WSTU, WHLG-F (Ft. Pierce)	WPBZ-F owner (ARS)		\$7,200,000	(Cancelled)
1996	WIRA, WCLB-F	Ardman	Fairbanks	\$23,000,000	
1996	WEAT	OmniAmerica	Chancellor	\$2,000,000	
1996	WEAT-F	OmniAmerica	Chancellor	\$28,000,000	
1996	WOLL-F	OmniAmerica	Chancellor	\$9,000,000	
1996	WEAT	Chancellor	Amer. Radio Sys.	\$2,000,000	
1996	WEAT-F	Chancellor	Amer. Radio Sys.	\$30,500,000	
1996	WOLL-F	Chancellor	Amer. Radio Sys.	\$10,000,000	
1996	WYFX (Boynton,1040)		Fairbanks	\$2,250,000	
1997	WBZT	Amer. Radio Sys.	Paxson	\$3,000,000	
1997	WEAT	Amer. Radio Sys.	Paxson	\$1,500,000	
1997	WKGR-F	Amer. Radio Sys.	Paxson	\$18,500,000	
1997	WOLL-F	Amer. Radio Sys.	Paxson	\$10,000,000	
1997	WBZT, WEAT, WKGR-F, WOLL-F	Paxson	Clear Channel		
1997	WTPX-F (105.5)		Amer. Radio Sys.	\$11,000,000	
1997	WEAT-F	Amer. Radio Sys.	CBS	\$34,000,000	
1997	WIRK-F	Amer. Radio Sys.	CBS	\$32,000,000	
1997	WMBX-F	Amer. Radio Sys.	CBS	\$13,000,000	
1997	WTPX-F	Amer. Radio Sys.	CBS	\$10,000,000	
1997	WEAT	Amer. Radio Sys.	Fairbanks	\$1,500,000	
1997	WTPX-F	CBS	Fairbanks	\$12,500,000	
1998	WDBF			\$1,100,000	
1998	WJNX/WRMF-F/WRLX-F/WXFG-F/WJNO/WJNA		Fairbanks	Clear Channel	
1998	WRMF-F/WRLX-F/WJNA	Clear Channel	James Crystal		
1998	WTPX-F	James Crystal	Clear Channel		
1998	WJBW-AF		WDBF owner	\$10,450,000	
3/25/99	WPOM AM	WPOM Radio	Hibernia Commun.	\$1,200,000	
10/14/99	WLVJ AM	South Florida Radio	James Crystal	\$3,945,000	
1/3/00	WSBR AM, WWNN AM	H. Goldsmith	Beasley	With WHSR: \$18,000,000	
1/21/00	WLVS AM	Goldcoast Broadcasting	Radio Fiesta	\$400,000	
3/6/00	WMBX FM, WPBZ FM	Palm Beach Radio Bcstg.	CBS/Infinity	With WBLK Buffalo: \$29,000,000	
6/29/00	WMNE AM	Hibernia	ABC Inc.		
9/13/00	WRLX FM	James Crystal Enterprises	Clear Channel	\$15,000,000	
11/22/00	WBZT AM	Clear Channel	James Crystal	\$2,000,000	

2000 ARB Rank:	223	2000 Revenue:	\$8,400,000	Manager's Market Ranking (current):	1.8
2000 MSA Rank:	251	Rev per Share Point:	\$103,067	Manager's Market Ranking (future) :	2.1
2000 DMA Rank:	140 (w/Steubenville)	Population per Station:	11,773	11	
2000 Rev Rank:	165 of 173	2000 Revenue Change:	6.3%	Five-year revenue gain % (95-00):	37.7

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	6.1	6.4	7.0	7.5	7.9	8.4					
Yearly Growth Rate (95-00): 5.0% assigned											
Projected Revenue Estimates:							8.6	8.8	9.4	10.1	10.7
Revenue per Capita:	38.85	41.03	45.46	49.02	51.63	55.26					
Yearly Growth Rate (95-00): 4.6% assigned											
Projected Revenue per Capita:							56.95	58.67	63.09	67.79	72.30
Resulting Revenue Estimate:							9.0	9.2	9.8	10.6	11.2
Revenue as % of Retail Sales:	0.0044	0.0045	0.0047	0.0048	0.0048	0.0047					
Mean % (95-00) 0.0047											
Resulting Revenue Estimate:							8.6	8.9	9.4	9.9	10.3
MEAN REVENUE ESTIMATE:							8.7	9.0	9.5	10.2	10.7

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.157	0.156	0.154	0.153	0.153	0.152	0.151	0.150	0.149	0.149	0.148
Retail Sales (billions):	1.38	1.42	1.48	1.55	1.66	1.77	1.83	1.90	2.00	2.10	2.20

Market Profile

Below-the-Line Listening Shares:	9.5
Unlisted Station Listening:	9.0
Total Lost Listening:	18.5
Available Share Points:	81.5
Number of Viable Stations:	7.5
Average Share Points per Viable Station:	10.9
Rev. per Available Share Point:	\$103,067
Estimated Rev. for Mean Station:	\$1,123,430
Average HH Income:	\$32,259
Average Age:	40.6
Average Education:	11.7
Average Home Value:	\$44,100
Population Change (1999-2004):	-2.6
Retail Sales Change (1999-2004):	26.5
Cable Penetration:	76.5
Number of Class B or C FMs:	6

Confidence Levels

2000 Revenue Estimates:	Below normal
2001-to-2005 Revenue Estimates:	Below normal

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$8,400,000	18.9	0.0047
Television	\$16,100,000	36.3	0.0091
Newspaper	\$16,800,000	37.8	0.0095
Outdoor	\$1,700,000	3.8	0.0010
Cable TV	\$1,400,000	3.2	0.0008
Media Totals:	\$44,400,000		0.0251

Note: Use Newspaper and Outdoor estimates with caution. Split DMA with Steubenville. Figure is estimate of Wheeling's share. Total TV revenue for the DMA is estimated to be \$18,500,000.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: WBBB AM, WEGW FM, WKWK FM, WOJK FM, WWVA AM, WZNV FM	\$4,335,000	51.6
2 Keymarket Communications: WOGH FM, WOMP FM, WOMP AM	\$2,720,000	32.4
3 Adventure Communications Inc.: WEEL FM	\$280,000	3.3

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WOJK FM	C	\$1,600,000	19.0
2 WOMP FM	CHR	\$1,500,000	17.9
3 WWVA AM	C/F5	\$900,000	10.7
4 WKWK FM	AC	\$875,000	10.4
5 WEGW FM	CL AOR	\$750,000	8.9
6 WOMP AM	T	\$620,000	7.4
7 WOGH FM	C	\$600,000	7.1
8 WEEL FM	O	\$280,000	3.3
9 WZNV FM	CHR	\$210,000	2.5

Wheeling

Commerce and Industry

Important Businesses and Industries

Metal Products
Steel
Brass Products
Coal Mining

Fortune 500 Companies

Forbes 500 Companies

Forbes Largest Private Companies

Ormet

INC 500 Companies

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	97.2	<\$20: 34.0	12-to-24 18.8
Black:	2.2	\$20-\$49.9: 40.1	25-to-54 47.5
Amer. Indian:	0.1	\$50-\$99.9: 22.0	55-plus 33.7
Asian/Pac. Isl.:	0.5	\$100+: 3.9	Non High School Grad: 26.9
Hispanic: *	0.5		High School Grad: 42.2
			College 1-3 years: 18.7
			College 4+ years: 12.2

Viable Stations

WEEL-FM	WEGW-FM	WKWK-FM	WOMP-AM
WOMP-FM	WOVK-FM	WWVA-AM	WZNW-FM

Colleges and Universities

(# of Students)

West Virginia Northern CC	2,592
West Liberty State Coll.	2,475
Bethany Coll.	710
Wheeling Jesuit U.	201
Total Students (FT & PT)	5,978

Competitive Media

Major Over the Air Television Calls

City of Lic.	Chan.	Net	Owner	LMA/JSA
Wheeling	7	CBS	Benedek	
Steubenville	9	NBC	Sunrise	Cox
Cambridge	44	PBS	OH U.	

Major Daily Newspapers

	AM	PM	Sun	Owner
The Intelligencer;				
Wheeling News-Register	20,979	17,756	44,282	Ogden Newspapers

Best Golf Courses

Weather Data

NO WEATHER DATA AVAILABLE.

Employment Breakdowns

By Industry

1 Retail Trade	12,741	20.52%
2 Health Svcs.	7,746	12.48%
3 Manufac., Durables	5,804	9.35%
4 Educational Svcs.	5,426	8.74%
5 Construction	3,545	5.71%
6 Manufac., Non-Durables	3,339	5.38%
7 Other Prof. Svcs.	3,304	5.32%
8 Fin., Ins. & Real Estate	2,988	4.81%
9 Mining	2,525	4.07%
10 Transportation	2,515	4.05%
Total Metro Employees	62,078	
Top 10 Total Employees	49,933	80.44%

By Occupation

Admin. Support/Clerical	8,557	13.78%
Svc., Exclud. Protective & HH	8,443	13.60%
Precis. Produc./Craft/Repair	8,382	13.50%
Professional	8,058	12.98%
Sales	7,075	11.40%
Exec., Admin. & Managerial	5,857	9.43%
Transportation & Moving	4,285	6.90%
Machine Oprs., Fab., Assemb. & Inspec.	3,619	5.83%
Handlers, Cleaners, Help., Laborers	3,386	5.45%
Technicians & Support	2,105	3.39%

Unemployment

All of 1995	6.4%
All of 1996	6.1%
All of 1997	6.8%
All of 1998	5.2%
All of 1999	5.2%

Major Radio Station Sales

Major Radio Station Sales Since 1992

Year	Calls	From	To	Price	(E)
1992	WOMP A/F (Bellaire)	receivership	Associated	\$575,000	
1996	WKWK-AF, WHLX-F	Community Svc	Osborn	\$2,650,000	
1996	WEGW-F	Burbach	Osborn	\$800,000	
1996	WWVA,WBBD,WEGW-F, WKWK-F,WRIR-F,WOVK-F	Osborn	Capstar		
6/4/99	WOMP AM, WOMP FM, WRKY FM, WSTV AM	Associated Commun.	Liberty Media Group	Incl. in the \$2,800,000,000 purchase of Assoc.'s parent	
12/8/99	WOMP AM, WOMP FM, WRKY FM, WSTV AM	Associated Commun.	Stop 26-Riverbend	Group transaction: \$20,000,000	
2/8/00	WOMP AM, WOMP FM, WRKY FM, WSTV AM	Stop 26-Riverbend	Keymarket	\$5,000,000	

2000 ARB Rank:	84	2000 Revenue:	\$28,500,000	Manager's Market Ranking (current):	2.7
2000 MSA Rank:	97	Rev per Share Point:	\$320,585	Manager's Market Ranking (future) :	3.3
2000 DMA Rank:	65	Population per Station:	22,520	20	
2000 Rev Rank:	72 of 173	2000 Revenue Change:	3.6%	Five-year revenue gain % (95-00):	50.0

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	19.0	19.9	22.6	26.0	27.5	28.5					
Yearly Growth Rate (95-00): 5.9% assigned											
Projected Revenue Estimates:							30.0	32.3	34.6	37.4	40.3
Revenue per Capita:	39.92	41.20	45.75	50.49	52.68	55.13					
Yearly Growth Rate (95-00): 4.9% assigned											
Projected Revenue per Capita:							57.36	61.06	64.67	69.13	73.54
Resulting Revenue Estimate:							31.4	33.8	36.2	39.2	42.2
Revenue as % of Retail Sales:	0.0037	0.0038	0.0042	0.0046	0.0046	0.0045					
Mean % (95-00): 0.0042											
Resulting Revenue Estimate:							27.9	29.3	30.7	32.2	33.6
MEAN REVENUE ESTIMATE:							29.8	31.8	33.9	36.2	38.7

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.476	0.483	0.494	0.515	0.522	0.517	0.523	0.529	0.535	0.541	0.548
Retail Sales (billions):	5.20	5.30	5.40	5.60	6.00	6.30	6.64	6.98	7.32	7.66	8.00

Market Profile

Below-the-Line Listening Shares:	0.0
Unlisted Station Listening:	11.1
Total Lost Listening:	11.1
Available Share Points:	88.9
Number of Viable Stations:	17.0
Average Share Points per Viable Station:	5.2
Rev. per Available Share Point:	\$320,585
Estimated Rev. for Mean Station:	\$1,667,042
Average HH Income:	\$47,267
Average Age:	36.1
Average Education:	12.6
Average Home Value:	\$57,300
Population Change (1999-2004):	3.6
Retail Sales Change (1999-2004):	27.7
Cable Penetration:	69.1
Number of Class B or C FMs:	12

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports revenue to Miller, Kaplan. KWCY-F, KMYR, KTLI-F and KOEZ-F do not participate.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$28,500,000	19.1	0.0045
Television	\$60,000,000	40.3	0.0095
Newspaper	\$50,500,000	33.9	0.0080
Outdoor	\$5,400,000	3.6	0.0009
Cable TV	\$4,600,000	3.1	0.0007
Media Totals:	\$149,000,000		0.0237

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: KKRD FM, KRBB FM, KRZZ FM, KZSN FM	\$12,333,000	43.3
2 Journal Broadcast Group: KFDI AM, KFDI FM, KFXJ FM, KICT FM, KMXW FM, KYQQ FM	\$10,170,000	35.7
3 Entercom: KAYY FM, KDGS FM, KEYN FM, KFH AM, KNSS AM, KQAM AM, KWSJ FM	\$4,300,000	15.1
4 Michael Perry Stephens: KTLI FM	\$480,000	1.7
5 Agape Communications, Inc.: KMYR AM, KSGL AM	\$99,999	0.4

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 KFDI FM	C	\$4,000,000	14.0
2 KKRD FM	CHR	\$3,570,000	12.5
3 KZSN FM	C	\$3,333,000	11.7
4 KRBB FM	AC	\$2,970,000	10.4
5 KRZZ FM	CL AOR	\$2,460,000	8.6
6 KICT FM	AOR	\$2,100,000	7.4
7 KEYN FM	O	\$1,600,000	5.6
8 KFXJ FM	CL AOR	\$1,400,000	4.9
9 KFDI AM	C	\$1,300,000	4.6
10 KNSS AM	T	\$720,000	2.5
11 KMXW FM	AC/CHR	\$700,000	2.5
12 KYQQ FM	C	\$670,000	2.4
13 KDGS FM	B	\$580,000	2.0
14 KFH AM	T	\$520,000	1.8
15 KTLI FM	REL-CC	\$480,000	1.7
16 KQAM AM	SPRTS	\$370,000	1.3
17 KFBZ FM	80s	\$230,000	0.8
18 KWSJ FM	J	\$180,000	0.6
19 KWCY FM	C	\$100,000	0.4
20 KMYR AM	ST	\$99,999	0.4

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	88.5	\$23,367,000	(+1.6)
National:	11.5	\$3,024,000	(+22.0)

Note: Trade equals 2.8% of local. It was 4.2% in 1999

NOTE: KFBZ FM 105.3 was Country KWCY-FM. Prior to the flip to an 80s format, the station had an estimated \$100,000 in revenue. As KFBZ-FM, the station had about \$230,000 in revenue.

Wichita

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Airplanes Agribusiness Chemicals Electronics	Oil and Gas Sporting Goods Aerospace		Koch Industries	Lsi Temporaries of Omaha

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	88.2	<\$20: 20.4	12-to-24 20.5
Black:	8.1	\$20-\$49.9: 37.1	25-to-54 53.7
Amer. Indian:	1.0	\$50-\$99.9: 32.8	55-plus 25.8
Asian/Pac. Isl.:	2.6	\$100+:	9.7
Hispanic: *	6.3		

Viable Stations

KDGS-FM	KEYN-FM	KFBZ-FM	KFDI-AM
KFDI-FM	KFH-AM	KFXJ-FM	KICT-FM
KKRD-FM	KMXW-FM	KNSS-AM	KQAM-AM
KRBB-FM	KRZZ-FM	KTLI-FM	KWCY-FM
KWSJ-FM	KYQQ-FM	KZSN-FM	

Colleges and Universities

	(# of Students)
Wichita State U.	13,498
Butler County CC	3,996
Hutchinson CC	3,213
Cowley County CC	2,062
Newman U.	1,616
Total Students (FT & PT)	25,348

Best Golf Courses

Wichita CC, Tall Grass Club

Weather Data

Elevation:	1321		
Annual Precipitation:	30.1 in.		
Annual Snowfall:	16.3 in.		
Average Windspeed:	12.6 (SW)		
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	41.4	91.7	67.6
Avg. Min. Temp:	21.2	69.6	45.6
Average Temp:	31.3	80.7	56.6

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
KSNW	Wichita	3	NBC	Emmis	
KPTS	Wichita	8	PBS	KS PTV	
KAKE-TV	Wichita	10	ABC	Benedek	
KWCH-TV	Hutchinson	12	CBS	Media Gen'l	
KSAS-TV	Wichita	24	FOX	Clear Channel	
KWCV	Wichita	33	WB	Turner	Banks

Major Daily Newspapers

	AM	PM	Sun	Owner
The Wichita Eagle	88,510		157,297	Knight Ridder

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Manufac., Durables	Admin. Support/Clerical	Jul 90: 4%
2 Retail Trade	Professional	Jul 91: 5.2%
3 Health Svcs.	Precis. Produc./Craft/Repair	Jul 92: 3.9%
4 Educational Svcs.	Exec., Admin. & Managerial	Jul 93: 5.5%
5 Other Prof. Svcs.	Sales	Jul 94: 5.4%
6 Fin., Ins. & Real Estate	Svc., Exclud. Protective & HH	All of 1995: 4.7%
7 Construction	Machine Oprs., Fab., Assemb. & Inspec.	All of 1996: 4.3%
8 Manufac., Non-Durables	Technicians & Support	All of 1997: 3.4%
9 Business & Repair Svcs.	Transportation & Moving	All of 1998: 3.3%
10 Wholesale Trade	Handlers, Cleaners, Help., Laborers	All of 1999: 3.3%
Total Metro Employees		
Top 10 Total Employees		

Major Radio Station Sales

Major Radio Station Sales Since 1996

Year	Calls	From	To	Price	(E)
1996	KNSS	Prism	SFX	\$1,800,000	
1996	KKRD-F	Prism	SFX	\$5,700,000	
1996	KRZZ-F	Prism	SFX	\$4,900,000	
1996	KZSN-AF	So. Skies	Triathlon	\$8,000,000	
1996	KTLI-F			\$1,250,000	
1996	KEYN-F	Pourtales	Triathlon		
1997	KKRD-F, KRZZ-F	SFX	Capstar	Trade	
1997	KQAM	Triathlon	KSGI owner	\$250,000	
1998	KQAM	Triathlon	Capstar	\$1,300,000	
1998	KEYN-F	Triathlon	Capstar	\$6,000,000	
1998	KZSN-F	Triathlon	Capstar	\$14,400,000	
1998	KRBB-F	Triathlon	Capstar	\$9,000,000	
1998	KFH	Triathlon	Capstar	\$1,500,000	
1998	KWSJ-F	Triathlon	Capstar	\$3,400,000	
1998	KLLS-F	Great Empire	Journal	\$5,700,000	
1998	KYQQ-F	Great Empire	Journal	\$4,900,000	
1998	KFDI	Great Empire	Journal	\$7,900,000	
1998	KICT-F	Great Empire	Journal	\$8,000,000	
1998	KFDI-F	Great Empire	Journal	\$20,000,000	
3/4/99	KEYN FM, KFH AM, KNSS AM, KQAM AM, KWSJ FM	Capstar	Connoisseur	\$7,500,000	
7/22/99	KOEZ FM	KJRG, Inc.	Kansas Radio Assets I, LLC	\$1,500,000	
11/29/99	KEYN FM, KFH AM, KNSS AM, KQAM AM, KWSJ FM	Capstar	Connoisseur	Cancelled	
11/29/99	KEYN FM, KFH AM, KNSS AM, KQAM AM, KWSJ FM	Henry Rivera, Trustee	Entercom	\$8,000,000	
11/29/99	KOEZ FM	Kansas Radio Assets, LLC	Journal	\$4,250,000	
2/23/00	KDGS FM	Gary & Viola Violet	Entercom	\$3,150,000	
3/17/00	KAYY FM	Gary & Viola Violet	Entercom	\$2,000,000	

2000 ARB Rank:	64	2000 Revenue:	\$28,800,000	Manager's Market Ranking (current):	2.2
2000 MSA Rank:	84	Rev per Share Point:	\$379,947	Manager's Market Ranking (future):	2.9
2000 DMA Rank:	52	Population per Station:	19,239		
2000 Rev Rank:	71 of 173	2000 Revenue Change:	4.0%	Five-year revenue gain % (95-00):	38.5

Revenue History and Projections

	Radio Revenue History						Radio Revenue Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	20.8	22.2	24.0	25.8	27.7	28.8					
Yearly Growth Rate (95-00): 6.0% assigned											
Projected Revenue Estimates:							29.7	31.1	33.0	35.3	37.8
Revenue per Capita:	32.86	35.46	38.71	41.75	45.48	47.76					
Yearly Growth Rate (95-00): 7.5% assigned											
Projected Revenue per Capita:							49.50	52.27	55.93	60.24	64.84
Resulting Revenue Estimate:							31.1	32.6	34.6	37.0	39.6
Revenue as % of Retail Sales:	0.0036	0.0035	0.0038	0.0040	0.0041	0.0040					
Mean % (95-00) 0.0038											
Resulting Revenue Estimate:							28.5	29.6	30.8	31.9	33.1
MEAN REVENUE ESTIMATE:							29.8	31.1	32.8	34.7	36.8

Population and Demographic Estimates

	Historic						Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.633	0.626	0.620	0.618	0.609	0.603	0.600	0.595	0.590	0.586	0.583
Retail Sales (billions):	5.80	6.30	6.40	6.50	6.80	7.20	7.50	7.80	8.10	8.40	8.70

Market Profile

Below-the-Line Listening Shares:	10.1
Unlisted Station Listening:	14.1
Total Lost Listening:	24.2
Available Share Points:	75.8
Number of Viable Stations:	14.5
Average Share Points per Viable Station:	5.2
Rev. per Available Share Point:	\$379,947
Estimated Rev. for Mean Station:	\$1,975,724
Average HH Income:	\$39,221
Average Age:	38.1
Average Education:	11.9
Average Home Value:	\$66,500
Population Change (1999-2004):	-3.8
Retail Sales Change (1999-2004):	23.5
Cable Penetration:	82.8
Number of Class B or C FMs:	5

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports to Miller, Kaplan, although quite a few stations do not cooperate. Managers expect a revenue increase in 2001 of 3-to-5%.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$28,800,000	18.9	0.0040
Television	\$57,500,000	37.8	0.0080
Newspaper	\$54,000,000	35.5	0.0075
Outdoor	\$7,200,000	4.7	0.0010
Cable TV	\$4,600,000	3.0	0.0006
Media Totals:	\$152,100,000		0.0211

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Entercom: WGBI AM, WGGI FM, WGGY FM, WILK AM, WILP AM, WKRF FM, WKRZ FM, WSHG FM, WWFH FM	\$11,720,000	40.7
2 Citadel: WARM AM, WAZL AM, WBHT FM, WCTD FM, WCTP FM, WEMR FM, WEMR AM, WKJN AM, WMGS FM, WXAR FM, WXBE FM	\$8,620,000	29.9
3 Shamrock Communications: WBAX AM, WEJL AM, WEZX FM, WQFM FM	\$4,970,000	17.3
4 Seven-Thirty Bcstrs, Inc.: WNAK AM	\$600,000	2.1

Highest Billing Stations

Calls	Format	Revenue	Pct.
1	WKRZ FF	CHR	\$7,000,000 24.3
2	WEZX FF	CLAOR	\$3,700,000 12.8
3	WMGS FM	AC	\$3,500,000 12.2
4	WGGY FM	C	\$3,200,000 11.1
5	WXBE FF	AOR	\$2,400,000 8.3
6	WBHT FF	CHR	\$1,200,000 4.2
7	WILK AA	T	\$900,000 3.1
8	WQFM FM	O	\$880,000 3.1
9	WCTD FF	C	\$820,000 2.8
10	WARM AA	FS	\$700,000 2.4
11	WSHG FM	SAC	\$620,000 2.2
12	WNAK AM	ST/FS	\$600,000 2.1
13	WEJL AA	SPRTS	\$390,000 1.4

Wilkes Barre-Scranton

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Apparel Iron and Steel Textiles Electronics Candy Tobacco Products				

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education

Competitive Media

Major Over the Air Television Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WNEP-TV	Scranton	16	ABC	NY Times	
WYOU-TV	Scranton	22	CBS	Bastet	Nexstar
WBRE-TV	Wilkes Barre	28	NBC	Nexstar	
WSWB	Scranton	38	WB	KB Prime Media	Pegasus
WVIA-TV	Scranton	44	PBS	NE PA ETV	
WOLF	Scranton	56	FOX	Pegasus	
WQPX	Scranton	64	PAX	Paxson	

Major Daily Newspapers

	AM	PM	Sun	Owner
Scranton Tribune; The Scranton Times; The Sunday Times	33,037	35,752	78,534	Times-Shamrock
Wilkes Barre Times Leader	49,823		67,205	Knight Ridder
Wilkes Barre Citizens' Voice; The Sunday Voice	33,819		29,739	Times-Shamrock

Viable Stations

WARM-AA	WBHT-FF	WCTD-FF	WEJL-AA
WEZX-FF	WGBI-AM	WGGY-FM	WILK-AA
WKRZ-FF	WMGS-FM	WNAK-AM	WQFM-FM
WSBG-FM	WSHG-FM	WXBE-FF	

Colleges and Universities

	(# of Students)
Bloomsburg U. of Pennsylvania	7,250
Luzerne County CC	6,123
U. of Scranton	4,663
Marywood U.	2,826
Wilkes U.	2,586
King's Coll.	2,081
College Misericordia (and more)	1,471
Total Students (FT & PT)	29,557

Best Golf Courses

Mt. Airy Lodge, Scranton CC

Weather Data

Elevation:	930		
Annual Precipitation:	36.6 in.		
Annual Snowfall:	50.3 in.		
Average Windspeed:	8.4 (SW)		
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	33.5	83.0	58.9
Avg. Min. Temp:	18.4	61.3	39.8
Average Temp:	26.0	72.2	49.4

Employment Breakdowns

By Industry			By Occupation			Unemployment		
1 Retail Trade	49,237	18.12%	Admin. Support/Clerical	43,280	15.93%	Jul 90:		7%
2 Manufac., Non-Durables	36,057	13.27%	Precis. Produc./Craft/Repair	33,565	12.35%	Jul 91:		9%
3 Health Svcs.	29,343	10.80%	Professional	32,969	12.13%	Jul 92:		10.2%
4 Manufac., Durables	26,266	9.67%	Svc., Exclud. Protective & HH	32,451	11.94%	Jul 93:		8.9%
5 Educational Svcs.	20,872	7.68%	Machine Oprs., Fab., Assemb. & Inspec.	29,988	11.04%	Jul 94:		8.2%
6 Construction	16,256	5.98%	Sales	29,379	10.81%	All of 1995		7.7%
7 Fin., Ins. & Real Estate	14,253	5.25%	Exec., Admin. & Managerial	25,175	9.27%	All of 1996		7.1%
8 Other Prof. Svcs.	13,698	5.04%	Handlers, Cleaners, Help., Laborers	14,772	5.44%	All of 1997		7.3%
9 Wholesale Trade	11,928	4.39%	Transportation & Moving	12,698	4.67%	All of 1998		6.2%
10 Public Administration	11,240	4.14%	Technicians & Support	9,452	3.48%	All of 1999		5.6%
Total Metro Employees	271,717							
Top 10 Total Employees	229,150	84.33%						

Major Radio Station Sales

Major Radio Station Sales Since 1989

Year	Calls	From	To	Price	(E)
1989	WYOM	Keymarket	Gore	\$125,000	
1989	WILK		Keymarket		
1990	WCDL/WSGD-F (Carbondale)	Sold by Sage		\$2,000,000	
1992	WGBI A/F		Keymarket	\$3,000,000	
1992	WZZC-F	Sold by Holt		\$540,000	
1993	WAZL, WWSH-F		owners of WKAB-F	\$750,000	
1994	WBAX, WTZR-F		Shamrock		
1994	WVPO, WSBG-F (Stroudsberg)	Nassau		\$2,200,000	
1995	WVPO, WSBG-F,			\$2,000,000	
1995	WILK, WGBI, WKRZ-F, WGGY-F	Keymarket	River City	\$25,000,000	
1995	WARD (Pittston)			\$275,000	
1996	WGBI, WGGY-F, WILK, WKRZ-F	River City	Sinclair TV		
1996	WDLS-F			\$950,000	
1996	WAZL, WZMT-F		Telemedia	\$3,500,000	
1996	WILP, WWFH-F (Hazleton)		Sinclair Bcst Gp	\$575,000	
1996	WARM, WMGS-F	Susquehanna	Telemedia	\$9,400,000	
1997	WKRF-F		Sinclair Bcst Gp	\$150,000	
1997	WWSH-F		Sinclair Bcst Gp	\$750,000	
1997	WARM	Telemedia	Citadel	\$2,000,000	
1997	WAZL	Telemedia	Citadel	\$800,000	
1997	WZMT-F	Telemedia	Citadel	\$3,100,000	
1997	WMGS-F	Telemedia	Citadel	\$7,400,000	
1997	WEMR-AF		Citadel	\$1,000,000	
1997	WCDL/WDLS-F/WSGD-F		Citadel	\$6,000,000	
1998	WGGI-F		Sinclair Bcst Gp	\$850,000	
1998	WMXH			\$77,500	
1998	WBHT-F		Citadel	\$1,200,000	
1998	WJMW/WHLM-F (Bloomsburg)			\$2,510,000	
1998	WSBG-F/WVPO	Nassau	Multicultural	\$7,000,000	
1/29/99	WKQV AM, WKQV FM		Citadel	\$2,500,000	
7/26/99	WILK AM, WGBI AM, WILT AM, WGGY FM, WGGI FM, WKRZ FM, WKRF FM, WSHG FM, WWFH FM	Sinclair Bcst Gp	Entercom	Group purchase: \$821,500,000	
1/3/00	WSQV AM	Heritage Broadcasting	Kevin Fennessy	\$35,000	

Wilmington, DE

2000 ARB Rank:	76	2000 Revenue:	\$23,800,000	Manager's Market Ranking (current):	4.3
2000 MSA Rank:	91	Rev per Share Point:	\$693,878	Manager's Market Ranking (future) :	4.1
2000 DMA Rank:	4 (Philadelphia)	Population per Station:	52,750	10	
2000 Rev Rank:	83 of 173	2000 Revenue Change:	11.7%	Five-year revenue gain % (95-00):	66.4

Revenue History and Projections

	Radio Revenue History					Radio Revenue Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	14.3	16.3	17.8	19.5	21.3	23.8					
Yearly Growth Rate (95-00): 6.0% assigned											
Projected Revenue Estimates:							24.7	25.9	27.5	29.8	31.5
Revenue per Capita:	26.10	29.42	31.84	34.57	37.11	41.03					
Yearly Growth Rate (95-00): 5.5% assigned											
Projected Revenue per Capita:							42.15	43.75	45.99	49.18	51.47
Resulting Revenue Estimate:							25.9	27.1	28.8	31.2	33.0
Revenue as % of Retail Sales:	0.0021	0.0023	0.0023	0.0025	0.0026	0.0027					
Mean % (95-00) 0.0024											
Resulting Revenue Estimate:							22.8	24.4	26.0	27.6	29.3
MEAN REVENUE ESTIMATE:							24.4	25.8	27.4	29.6	31.3

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.548	0.554	0.559	0.564	0.574	0.580	0.586	0.592	0.598	0.606	0.612
Retail Sales (billions):	6.80	7.10	7.60	7.80	8.20	8.80	9.48	10.16	10.84	11.52	12.20

Market Profile

Below-the-Line Listening Shares:	52.0
Unlisted Station Listening:	13.7
Total Lost Listening:	65.7
Available Share Points:	34.3
Number of Viable Stations:	6.5
Average Share Points per Viable Station:	5.3
Rev. per Available Share Point:	\$693,878
Estimated Rev. for Mean Station:	\$3,677,553
Average HH Income:	\$58,102
Average Age:	35.9
Average Education:	12.4
Average Home Value:	\$105,400
Population Change (1999-2004):	5.6
Retail Sales Change (1999-2004):	40.5
Cable Penetration:	N/A
Number of Class B or C FMs:	4

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market does not report revenue (it is reaching the size that it should). Managers expect 6-to-7% revenue gains in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$23,800,000	19.9	0.0027
Television	\$44,000,000	36.8	0.0050
Newspaper	\$45,500,000	38.1	0.0052
Outdoor	\$6,200,000	5.2	0.0007
Cable TV			
Media Totals:	\$119,500,000		0.0136

Note: Use Newspaper and Outdoor estimates with caution. Part of Philadelphia DMA. TV revenue is Wilmington's estimated contribution to the total TV revenue for the DMA.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Delmarva Broadcasting Co.: WDEL AM, WSTW FM, WXCX FM	\$11,800,000	49.6
2 NextMedia: WJBR FM	\$6,500,000	27.3
3 Clear Channel: WDSD FM, WJBR AM, WRDX FM	\$3,170,000	13.3
4 Sally V. Hawkins: WILM AM	\$1,700,000	7.1

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WSTW FM	CHR	\$7,300,000	30.7
2 WJBR FM	AC	\$6,500,000	27.3
3 WRDX FM	CL AOR	\$2,500,000	10.5
4 WDEL AM	FS	\$2,400,000	10.1
5 WXCX FM	C	\$2,100,000	8.8
6 WILM AM	N/T	\$1,700,000	7.1
7 WJBR AM	ST	\$670,000	2.8

NOTE: WDSD-F and WJKS-F take an estimated \$1.1 million out of the Wilmington market.

Commerce and Industry

Important Businesses and Industries

Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Chemicals	E.I. du Pont de Nemours	56	Comcast	WL Gore & Associates
Explosives	MBNA	240	Conectiv	Laboratory Management Systems
Ships	Conectiv	348	EI du Pont de Nemours	ACS International Resources
Gas Transmission/Distribution			MBNA	Applied Card Systems
				Progressive Software Computing

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	79.9	<\$20: 14.5	12-to-24 21.3
Black:	17.6	\$20-\$49.9: 30.1	25-to-54 54.0
Amer. Indian:	0.2	\$50-\$99.9: 37.9	55-plus 24.7
Asian/Pac. Isl.:	2.3	\$100+: 17.5	Non High School Grad: 20.0
Hispanic: *	3.8		High School Grad: 31.6
			College 1-3 years: 24.5
			College 4+ years: 23.8

Viable Stations

WDEL-AM	WILM-AM	WJBR-AM	WJBR-FM
WRDX-FM	WSTW-FM	WXCY-FM	

Colleges and Universities

	(# of Students)
U. of Delaware	18,574
Wilmington Coll.	6,477
Delaware Technical and CC: Stanton/Wilmington Campus	6,429
Delaware State U.	3,155
Delaware Technical and CC: Terry Campus	1,807
Goldey-Beacom Coll.	1,300
Wesley Coll.	1,280
Total Students (FT & PT)	39,022

Competitive Media

Major Over the Air Television

CSee Philadelphia

Major Daily Newspapers	AM	PM	Sun	Owner
The News Journal;				
Sunday News Journal	123,924		144,795	Gannett Co. Inc.

Best Golf Courses

Wilmington CC, DuPont CC, Bidermann

Weather Data

Elevation:			74
Annual Precipitation:			43.6 in.
Annual Snowfall:			20.1 in.
Average Windspeed:			9.1 (NW)
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	40.2	85.5	63.7
Avg. Min. Temp:	23.8	66.1	44.3
Average Temp:	32.0	75.8	54.0

Employment Breakdowns

By Industry			By Occupation			Unemployment		
1 Retail Trade	45,093	14.97%	Admin. Support/Clerical	58,888	19.55%	Jul 90:		5.2%
2 Manufac., Non-Durables	37,469	12.44%	Professional	46,052	15.29%	Jul 91:		6.5%
3 Fin., Ins. & Real Estate	32,538	10.80%	Exec., Admin. & Managerial	39,729	13.19%	Jul 92:		6.8%
4 Educational Svcs.	24,719	8.20%	Precis. Produc./Craft/Repair	34,177	11.34%	Jul 93:		5.6%
5 Health Svcs.	23,668	7.86%	Sales	32,729	10.86%	Jul 94:		5.8%
6 Construction	23,152	7.68%	Svc., Exclud. Protective & HH	28,758	9.55%	All of 1995		4.7%
7 Manufac., Durables	22,902	7.60%	Machine Oprs., Fab., Assemb. & Inspec.	16,005	5.31%	All of 1996		6.0%
8 Other Prof. Svcs.	22,732	7.54%	Technicians & Support	14,535	4.82%	All of 1997		4.5%
9 Business & Repair Svcs.	13,865	4.60%	Transportation & Moving	11,235	3.73%	All of 1998		4.1%
10 Transportation	12,087	4.01%	Handlers, Cleaners, Help., Laborers	9,714	3.22%	All of 1999		3.4%
Total Metro Employees	301,288							
Top 10 Total Employees	258,225	85.71%						

Major Radio Station Sales

Major Radio Station Sales Since 1996

Year	Calls	From	To	Price	(E)
1996	WJBR-AF	Commodore	Capstar		
1996	WXCY-F (Havre de Grace, MD)	Sold to WDEL, WSTW-F owner		\$3,500,000	
1996	WDSD-F (Dover)	Benchmark	Capstar	\$6,500,000	
1998	WJBR-F	Capstar	F. Washington		
6/9/99	WSER AM	First Philadelphia Props.	World Revivals, Inc.		
11/29/99	WJBR FM	Washington, Frank	NextMedia	\$32,400,000	

www.duncanradio.com

Wilmington, NC

2000 ARB Rank:	175	2000 Revenue:	\$12,600,000	Manager's Market Ranking (current):	3.0
2000 MSA Rank:	195	Rev per Share Point:	\$223,404	Manager's Market Ranking (future) :	3.4
2000 DMA Rank:	148	Population per Station:	17,545		
2000 Rev Rank:	144 of 173	2000 Revenue Change:	8.6%	Five-year revenue gain % (95-00):	100.0

Revenue History and Projections

	Radio Revenue History					Radio Revenue Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	6.3	8.0	9.0	10.2	11.6	12.6					
Yearly Growth Rate (95-00): 6.7% assigned											
Projected Revenue Estimates:							13.2	14.0	14.9	16.3	17.6
Revenue per Capita:	31.19	38.28	41.86	46.15	51.79	55.02					
Yearly Growth Rate (95-00): 6.2% assigned											
Projected Revenue per Capita:							56.65	59.07	61.83	66.80	71.26
Resulting Revenue Estimate:							13.8	14.7	15.6	17.1	18.4
Revenue as % of Retail Sales:	0.0026	0.0029	0.0030	0.0031	0.0032	0.0032					
Mean % (95-00) 0.0030											
Resulting Revenue Estimate:							12.8	13.7	14.5	15.4	16.2
MEAN REVENUE ESTIMATE:							13.3	14.1	15.0	16.2	17.4

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.202	0.209	0.215	0.221	0.224	0.229	0.233	0.237	0.241	0.244	0.247
Retail Sales (billions):	2.40	2.80	3.00	3.30	3.60	4.00	4.28	4.56	4.84	5.12	5.40

Market Profile

Below-the-Line Listening Shares:	23.4
Unlisted Station Listening:	20.2
Total Lost Listening:	43.6
Available Share Points:	56.4
Number of Viable Stations:	10.0
Average Share Points per Viable Station:	5.6
Rev. per Available Share Point:	\$223,404
Estimated Rev. for Mean Station:	\$1,251,062
Average HH Income:	\$38,398
Average Age:	38.7
Average Education:	12.2
Average Home Value:	\$71,600
Population Change (1999-2004):	8.9
Retail Sales Change (1999-2004):	42.2
Cable Penetration:	71.7
Number of Class B or C FMs:	5

Confidence Levels

2000 Revenue Estimates:	Below normal
2001-to-2005 Revenue Estimates:	Below normal

Managers expect 5-to-7% revenue gains in 2001.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$12,600,000	20.1	0.0032
Television	\$24,300,000	38.8	0.0061
Newspaper	\$22,100,000	35.2	0.0055
Outdoor	\$2,300,000	3.7	0.0006
Cable TV	\$1,400,000	2.2	0.0004
Media Totals:	\$62,700,000		0.0157

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Cumulus Media: WAAV AM, WGNI FM, WKXS FM, WMNX FM, WWQQ FM	\$6,270,000	49.8
2 Sea-Comm, Inc.: WKXB FM, WSFM FM	\$2,270,000	18.0
3 Ocean Broadcasting: WAZO FM, WLGX FM, WMFD AM, WRQR FM	\$2,095,000	16.6
4 NextMedia: WKOO FM	\$700,000	5.6
5 Rodbell, LLC: WCCA FM	\$275,000	2.2
6 Partech Communications Group, Inc.: WLTT FM	\$220,000	1.7

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WGNI FM	AC	\$2,200,000	17.5
2 WMNX FM	B	\$1,900,000	15.1
3 WRQR FM	AOR	\$1,700,000	13.5
4 WSFM FM	AOR	\$1,550,000	12.3
5 WWQQ FM	C	\$1,300,000	10.3
6 WKXB FM	B/O	\$720,000	5.7
7 WKOO FM	O	\$700,000	5.6
8 WAAV AM	T	\$550,000	4.4
9 WKXS FM	B/AC	\$320,000	2.5
10 WCCA FM	C/O	\$275,000	2.2
11 WLGX FM	J	\$225,000	1.8
12 WLTT FM	SAC	\$220,000	1.7
13 WMFD AM	T	\$170,000	1.3

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	78.9	<\$20: 26.1	12-to-24 20.7
Black:	19.9	\$20-\$49.9: 36.3	25-to-54 51.8
Amer. Indian:	0.5	\$50-\$99.9: 28.7	55-plus 27.5
Asian/Pac.Isl.:	0.7	\$100+:	8.8
Hispanic: *	1.6		

Viable Stations

WAAV-AM	WCCA-FM	WGNI-FM	WKOQ-FM
WKXB-FM	WKXS-FM	WLGX-FM	WLTT-FM
WMNX-FM	WRQR-FM	WSFM-FM	WWQQ-FM

Colleges and Universities

	(# of Students)
U. of North Carolina at Wilmington	9,262
Cape Fear CC	3,251
Total Students (FT & PT)	12,513

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WWAY	Wilmington	3	ABC	Cosmos	
WECT	Wilmington	6	NBC	Raycom	
WILM-LP	Wilmington	10	UPN	WILM	
WSFX	Wilmington	26	FOX	Wilmington	
WUNJ-TV	Wilmington	39	S:WUNC	U. of NC	

Weather Data

NO WEATHER DATA AVAILABLE.

Major Daily Newspapers

	AM	PM	Sun	Owner
Morning Star;				
The Sunday Star-News	56,537		65,432	New York Times Co.

Employment Breakdowns

By Industry	By Occupation	Unemployment
1 Retail Trade 22,895 20.90%	Sales 15,491 14.14%	All of 1996 5.3%
2 Construction 10,988 10.03%	Precis. Produc./Craft/Repair 14,862 13.57%	All of 1997 4.1%
3 Manufac., Non-Durables 9,618 8.78%	Admin. Support/Clerical 14,246 13.00%	All of 1998 4.1%
4 Health Svcs. 8,295 7.57%	Professional 14,006 12.79%	All of 1999 3.4%
5 Educational Svcs. 7,785 7.11%	Svc., Exclud. Protective & HH 12,749 11.64%	
6 Manufac., Durables 6,860 6.26%	Exec., Admin. & Managerial 12,584 11.49%	
7 Fin., Ins. & Real Estate 6,212 5.67%	Machine Oprs., Fab., Assemb. & Inspec. 7,347 6.71%	
8 Other Prof. Svcs. 5,907 5.39%	Transportation & Moving 4,916 4.49%	
9 Business & Repair Svcs. 4,809 4.39%	Handlers, Cleaners, Help., Laborers 4,417 4.03%	
10 Commun. & Pub. Util. 4,670 4.26%	Technicians & Support 3,890 3.55%	
Total Metro Employees 109,543		All of 1995 6.5%
Top 10 Total Employees 88,039 80.37%		

Major Radio Station Sales

Major Radio Station Sales Since 1996

Year	Calls	From	To	Price	(E)
1996	WAHH, WMFD, WRQR-F			\$750,000	
1997	WAAV-F		Cumulus	\$1,600,000	
1997	WWQQ-F	HVS	Cumulus	\$3,900,000	
1997	WQSL-F, WXQR-F		Cumulus	See Greenville-NB	
1997	WKXB-F, WSFM-F	JOA with Cape Fear properties			
1998	WLTT-F	Partech		\$100,000	
1998	Sea-Comm/Cape Fear JOA			Cancelled	
7/5/99	WLGX FM	Baker Communications, Inc.	Ocean Broadcasting, LLC	\$480,000	
9/23/99	WGNI FM, WMNX FM	Cape Fear Bcstg.	Cumulus	With Fayetteville stations: \$47,000,000	
9/29/99	CP FM	Wrightsville Beach Radio	Cape Fear Radio	\$1,148,628	
5/23/00	CP FM	Wrightsville Beach Radio	Cape Fear Radio		
5/23/00	CP FM	Wrightsville Beach Radio	Sea-Comm	\$1,200,000	
5/23/00	WAHH AM	Ocean Broadcasting	Family Radio Network	\$75,000	
1/23/01	WDVV FM	Moody Bible Institute	Family Radio Network		
1/23/01	WMYT AM	Praise Broadcasting Network, Inc.	Family Radio Network		

Worcester

2000 ARB Rank:	110	2000 Revenue:	\$15,200,000	Manager's Market Ranking (current):	2.7
2000 MSA Rank:	103	Rev per Share Point:	\$417,582	Manager's Market Ranking (future):	2.7
2000 DMA Rank:	6 (Boston)	Population per Station:	54,271		
2000 Rev Rank:	124 of 173	2000 Revenue Change:	7.8%	Five-year revenue gain % (95-00):	25.6

Revenue History and Projections

	Radio Revenue History					Radio Revenue Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	12.1	12.7	12.2	13.1	14.1	15.2					
Yearly Growth Rate (95-00): 5.7% assigned											
Projected Revenue Estimates:							15.8	16.8	17.9	18.9	20.0
Revenue per Capita:	28.01	29.40	28.18	30.12	32.12	34.31					
Yearly Growth Rate (95-00): 4.2% assigned											
Projected Revenue per Capita:							35.27	37.25	39.34	41.00	43.29
Resulting Revenue Estimate:							16.5	17.6	18.7	19.8	20.9
Revenue as % of Retail Sales:	0.0022	0.0022	0.0021	0.0022	0.0023	0.0023					
Mean % (95-00) 0.0022											
Resulting Revenue Estimate:							15.3	16.0	16.8	17.5	18.3
MEAN REVENUE ESTIMATE:							15.9	16.8	17.8	18.7	19.7

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.432	0.432	0.433	0.435	0.439	0.443	0.448	0.451	0.455	0.461	0.462
Retail Sales (billions):	5.50	5.70	5.80	6.00	6.20	6.60	6.94	7.28	7.62	7.96	8.30

Market Profile

Below-the-Line Listening Shares:	54.6
Unlisted Station Listening:	9.0
Total Lost Listening:	63.6
Available Share Points:	36.4
Number of Viable Stations:	6.0
Average Share Points per Viable Station:	6.1
Rev. per Available Share Point:	\$417,582
Estimated Rev. for Mean Station:	\$2,547,250
Average HH Income:	\$53,210
Average Age:	36.2
Average Education:	12.5
Average Home Value:	\$141,100
Population Change (1999-2004):	5.0
Retail Sales Change (1999-2004):	28.4
Cable Penetration:	N/A
Number of Class B or C FMs:	3

Confidence Levels

2000 Revenue Estimates:	Below normal
2001-to-2005 Revenue Estimates:	Below normal

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$15,200,000	28.0	0.0023
Television	\$39,000,000	72.0	0.0059
Newspaper			
Outdoor			
Cable TV			
Media Totals:	\$54,200,000		0.0082

Note: Use Newspaper and Outdoor estimates with caution. Worcester is part of the Boston DMA. TV revenue is estimate of Worcester's contribution to total TV revenue for the DMA.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Clear Channel: WSRS FM, WTAG AM	\$8,600,000	56.6
2 Citadel: WORC FM, WWFX FM, WXLO FM	\$6,150,000	40.5
3 Entercom: WVEI AM	\$310,000	2.0
4 Chowder Broadcast Group, LLC: WGFP AM, WORC AM	\$135,000	0.9

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WSRS FM	SAC	\$6,700,000	44.1
2 WXLO FM	AC	\$4,400,000	28.9
3 WTAG AM	FS/T	\$1,900,000	12.5
4 WWFX FM	CL AOR	\$1,300,000	8.6
5 WORC FM	CL HITS	\$450,000	3.0
6 WVEI AM	SPRTS	\$310,000	2.0
7 WORC AM	T	\$135,000	0.9

Commerce and Industry

Important Businesses and Industries

Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Abrasives	Allmerica Financial	484	Allmerica Financial	Cerulean Technology
Firearms			EMC	Plastic Card Systems
Textiles				Sigma Systems
Food Processing			Simplex Time Recorder	
Metals				
Furniture				
Watches, clocks				

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	94.0	<\$20: 21.1	12-to-24 20.6
Black:	3.0	\$20-\$49.9: 31.8	25-to-54 52.5
Amer. Indian:	0.2	\$50-\$99.9: 35.1	55-plus 26.9
Asian/Pac.Isl.:	2.7	\$100+: 12.0	Non High School Grad: 21.9
Hispanic: *	6.5		High School Grad: 30.4
			College 1-3 years: 24.7
			College 4+ years: 23.0

Viable Stations

WORC-AM	WORC-FM	WSRS-FM	WTAG-AM
WVEI-AM	WWFX-FM	WXLO-FM	

Colleges and Universities

	(# of Students)
Worcester State Coll.	4,332
Worcester Polytechnic Inst.	3,781
Quinsigamond CC	3,738
Clark U.	2,863
C of the Holy Cross	2,770
Assumption Coll.	2,381
Becker Coll.	1,117
Total Students (FT & PT)	20,982

Competitive Media

Major Over the Air Television
See Boston

Major Daily Newspapers	AM	PM	Sun	Owner
Telegram & Gazette; Sunday Telegram	106,748		133,170	New York Times Co.

Weather Data

Elevation:	986		
Annual Precipitation:	47.2 in.		
Annual Snowfall:	74.6 in.		
Average Windspeed:	10.5 (W)		
	JAN	JUL	TOTAL YR.
Avg. Max. Temp:	31.0	79.4	55.8
Avg. Min. Temp:	16.2	60.8	38.4
Average Temp:	23.6	70.1	47.1

Employment Breakdowns

By Industry			By Occupation			Unemployment	
1 Manufac., Durables	62,040	17.09%	Admin. Support/Clerical	60,872	16.77%	Jul 90:	6.8%
2 Retail Trade	57,057	15.72%	Professional	59,372	16.35%	Jul 91:	N/A
3 Health Svcs.	38,253	10.54%	Exec., Admin. & Managerial	49,762	13.71%	Jul 92:	9.2%
4 Educational Svcs.	32,034	8.82%	Precis. Produc./Craft/Repair	40,305	11.10%	Jul 93:	6.5%
5 Manufac., Non-Durables	24,777	6.82%	Sales	39,400	10.85%	Jul 94:	5.4%
6 Fin., Ins. & Real Estate	23,978	6.60%	Svc., Exclud. Protective & HH	37,818	10.42%	All of 1995	5.0%
7 Other Prof. Svcs.	22,319	6.15%	Machine Opers., Fab., Assemb. & Inspec.	25,716	7.08%	All of 1996	4.0%
8 Wholesale Trade	19,536	5.38%	Technicians & Support	15,207	4.19%	All of 1997	3.7%
9 Construction	19,521	5.38%	Transportation & Moving	12,117	3.34%	All of 1998	3.2%
10 Business & Repair Svcs.	14,784	4.07%	Handlers, Cleaners, Help., Laborers	11,809	3.25%	All of 1999	3.2%
Total Metro Employees	363,034						
Top 10 Total Employees	314,299	86.58%					

Major Radio Station Sales

Major Radio Station Sales Since 1993

Year	Calls	From	To	Price	(E)
1993	WNEB			\$57,000	
1996	WWTM	Zapis	Amer. Radio Sys.		
1997	WTAG	Knight	Capstar	\$7,600,000	
1997	WSRS-F	Knight	Capstar	\$18,700,000	
1997	WGFP, WXW-F		Bengal Pacific	\$1,675,000	
1997	WNEB			\$225,000	
1997	WWTM	Amer. Radio Sys.	CBS	\$1,000,000	
1998	WORC		WXXW-F owner	\$715,000	
1998	WQVR-F	Neuhoff		\$2,380,000	
1998	WWTM	CBS	Entercom	\$1,000,000	
1998	WESO	Neuhoff		\$175,000	
3/2/99	WQVR FM	Neuhoff	Wilks Communications	\$3,300,000	
3/9/99	WNEB AM			\$133,350	
4/29/99	WORC FM	Chowder Broadcast Group	Deer River Broadcasting Group	\$3,500,000	
12/6/99	WORC FM, WXLO FM	Deer River Broadcasting	Citadel	\$24,500,000	
12/21/99	WWFX FM	Wilks Communications	Citadel	\$14,250,000	
3/5/01	WESO AM	Evergreen Communications, Inc.	Money Matters Radio	\$250,000	

York

2000 ARB Rank:	103	2000 Revenue:	\$20,700,000	Manager's Market Ranking (current):	3.9
2000 MSA Rank:	135	Rev per Share Point:	\$550,532	Manager's Market Ranking (future):	3.9
2000 DMA Rank:	46 (w/Harrisburg, Lancaster)	Population per Station:	39,220	10	
2000 Rev Rank:	99 of 173	2000 Revenue Change:	8.9%	Five-year revenue gain % (95-00):	45.8

Revenue History and Projections

	Radio Revenue History						Radio Revenue Projections				
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Duncan Revenue Est:	14.2	15.1	15.8	17.2	19.0	20.7					
Yearly Growth Rate (95-00): 5.8% assigned											
Projected Revenue Estimates:							21.5	22.8	24.3	26.0	28.0
Revenue per Capita:	38.59	40.70	42.25	45.62	50.13	54.19					
Yearly Growth Rate (95-00): 4.7% assigned											
Projected Revenue per Capita:							55.84	58.76	62.15	66.16	70.71
Resulting Revenue Estimate:							22.5	23.9	25.4	27.2	29.3
Revenue as % of Retail Sales:	0.0041	0.0041	0.0042	0.0044	0.0048	0.0049					
Mean % (95-00) 0.0044											
Resulting Revenue Estimate:							19.4	20.2	21.1	22.0	22.9
MEAN REVENUE ESTIMATE:							21.1	22.3	23.6	25.1	26.7

Population and Demographic Estimates

	Historic					Projections					
	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05
Total Population (millions):	0.368	0.371	0.374	0.377	0.379	0.382	0.385	0.388	0.391	0.393	0.396
Retail Sales (billions):	3.50	3.70	3.80	3.90	4.00	4.20	4.40	4.60	4.80	5.00	5.20

Market Profile

Below-the-Line Listening Shares:	50.8
Unlisted Station Listening:	11.6
Total Lost Listening:	62.4
Available Share Points:	37.6
Number of Viable Stations:	7.5
Average Share Points per Viable Station:	5.0
Rev. per Available Share Point:	\$550,532
Estimated Rev. for Mean Station:	\$2,752,660
Average HH Income:	\$48,356
Average Age:	37.8
Average Education:	11.8
Average Home Value:	\$79,700
Population Change (1999-2004):	3.7
Retail Sales Change (1999-2004):	25.0
Cable Penetration:	N/A
Number of Class B or C FMs:	4

Confidence Levels

2000 Revenue Estimates:	Below normal
2001-to-2005 Revenue Estimates:	Below normal

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$20,700,000	23.2	0.0049
Television	\$28,600,000	32.1	0.0068
Newspaper	\$35,600,000	40.0	0.0085
Outdoor	\$4,200,000	4.7	0.0010
Cable TV			
Media Totals:	\$89,100,000		0.0212

Note: Use Newspaper and Outdoor estimates with caution. Split DMA with Harrisburg and Lancaster. TV revenue figure is estimate of York's share. Total TV revenue for DMA is estimated at \$97,000,000.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Susquehanna: WARM FM, WSBA AM	\$8,100,000	39.1
2 Times and News Publishing Co.: WGET AM, WGTY FM	\$2,900,000	14.0
3 Thomas Harvey Moffit, Sr.: WSOX FM, WTHM AM	\$2,800,000	13.5
4 Citadel: WQXA FM, WQXA AM	\$2,430,000	11.7
5 Estate of John D. Bare: WHVR AM, WYCR FM	\$2,100,000	10.1
6 Hall Communications: WEGK FM	\$2,000,000	9.7

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WARM FM	AC	\$5,400,000	26.1
2 WGTY FM	C	\$2,900,000	14.0
3 WSOX FM	O	\$2,800,000	13.5
4 WSBA AM	FS/T	\$2,700,000	13.0
5 WQXA FM	AOR	\$2,200,000	10.6
6 WYCR FM	CHR	\$2,100,000	10.1
7 WEGK FM	CL AOR	\$2,000,000	9.7
8 WQXA AM	ST	\$230,000	1.1

Commerce and Industry

Important Businesses and Industries	Fortune 500 Companies	Forbes 500 Companies	Forbes Largest Private Companies	INC 500 Companies
Refrigeration Equipment Turbines Furniture Paper Products Dental Equipment	York International	429		

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	94.8	<\$20: 18.6	12-to-24 19.7
Black:	4.1	\$20-\$49.9: 40.7	25-to-54 53.5
Amer. Indian:	0.1	\$50-\$99.9: 33.9	55-plus 26.8
Asian/Pac.Isl.:	1.0	\$100+: 6.8	Non High School Grad: 26.8
Hispanic: *	2.3		High School Grad: 41.6
			College 1-3 years: 17.5
			College 4+ years: 14.1

Viable Stations

WARM-FM	WEGK-FM	WGTY-FM	WQXA-AM
WQXA-FM	WSBA-AM	WSOX-FM	WYCR-FM

Colleges and Universities

	(# of Students)
Millersville U. of Pennsylvania	6,282
York C of Pennsylvania	4,658
Gettysburg Coll.	2,123
Penn State York	1,111
Bradley Academy for the Visual Arts	430
Consolidated School of Business: York	167
Yorktowne Business Inst.	146
Total Students (FT & PT)	14,917

Competitive Media

Major Over the Air Television
See Harrisburg

Major Daily Newspapers	AM	PM	Sun	Owner
The York Dispatch; York Sunday News York Daily Record	43,131	40,335	93,134	MediaNews Inc. Buckner News Alliance

Best Golf Courses

Weather Data

NO WEATHER DATA AVAILABLE
See Harrisburg for an approximation

Employment Breakdowns

By Industry		By Occupation		Unemployment	
1 Manufac., Durables	37,390 18.73%	Admin. Support/Clerical	31,355 15.71%	Jul 90:	4.8%
2 Retail Trade	35,426 17.75%	Precis. Produc./Craft/Repair	28,435 14.24%	Jul 91:	6.2%
3 Manufac., Non-Durables	20,249 10.14%	Machine Opers., Fab., Assemb. & Inspec.	23,536 11.79%	Jul 92:	6.7%
4 Construction	15,144 7.59%	Sales	21,335 10.69%	Jul 93:	5.8%
5 Health Svcs.	13,719 6.87%	Exec., Admin. & Managerial	21,079 10.56%	Jul 94:	5.1%
6 Educational Svcs.	10,893 5.46%	Professional	20,829 10.43%	All of 1995	4.2%
7 Fin., Ins. & Real Estate	9,838 4.93%	Svc., Exclud. Protective & HH	19,416 9.73%	All of 1996	4.3%
8 Other Prof. Svcs.	9,759 4.89%	Handlers, Cleaners, Help., Laborers	11,530 5.78%	All of 1997	4.1%
9 Wholesale Trade	8,679 4.35%	Transportation & Moving	9,496 4.76%	All of 1998	3.7%
10 Business & Repair Svcs.	8,585 4.30%	Technicians & Support	6,861 3.44%	All of 1999	3.6%
Total Metro Employees	199,615				
Top 10 Total Employees	169,682 85.00%				

Major Radio Station Sales

Major Radio Station Sales Since 1995

Year	Calls	From	To	Price	(E)
1995	WQXA A/F		Triathlon	\$5,000,000	
1995	WHTF-F (Starview)		Hall	\$3,200,000	
1997	WQXA-AF	Tele-Media	Citadel	\$7,000,000	

Youngstown

2000 ARB Rank:	97	2000 Revenue:	\$22,000,000	Manager's Market Ranking (current):	3.4
2000 MSA Rank:	88	Rev per Share Point:	\$281,690	Manager's Market Ranking (future):	3.5
2000 DMA Rank:	99	Population per Station:	19,990	20	
2000 Rev Rank:	92 of 173	2000 Revenue Change:	5.8%	Five-year revenue gain % (95-00):	48.6

Revenue History and Projections

	Radio Revenue History					'00	Radio Revenue Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Duncan Revenue Est:	14.8	16.1	16.7	18.7	20.8	22.0					
Yearly Growth Rate (95-00): 5.9% assigned											
Projected Revenue Estimates:							23.0	24.3	25.9	27.5	29.2
Revenue per Capita:	24.67	26.97	28.07	31.64	35.50	37.74					
Yearly Growth Rate (95-00): 6.1% assigned											
Projected Revenue per Capita:							39.66	42.11	45.12	48.25	51.50
Resulting Revenue Estimate:							24.1	25.4	27.1	28.8	30.6
Revenue as % of Retail Sales:	0.0027	0.0029	0.0029	0.0031	0.0033	0.0031					
Mean % (95-00) 0.0030											
Resulting Revenue Estimate:							22.3	23.3	24.4	25.4	26.4
MEAN REVENUE ESTIMATE:							23.1	24.4	25.8	27.2	28.7

Population and Demographic Estimates

	Historic					'00	Projections				
	'95	'96	'97	'98	'99		'01	'02	'03	'04	'05
Total Population (millions):	0.600	0.597	0.595	0.591	0.586	0.583	0.580	0.577	0.574	0.570	0.567
Retail Sales (billions):	5.50	5.60	5.80	6.00	6.40	7.10	7.44	7.78	8.12	8.46	8.80

Market Profile

Below-the-Line Listening Shares:	13.4
Unlisted Station Listening:	8.5
Total Lost Listening:	21.9
Available Share Points:	78.1
Number of Viable Stations:	11.5
Average Share Points per Viable Station:	6.8
Rev. per Available Share Point:	\$281,690
Estimated Rev. for Mean Station:	\$1,915,492
Average HH Income:	\$38,627
Average Age:	38.3
Average Education:	11.9
Average Home Value:	\$50,400
Population Change (1999-2004):	-2.7
Retail Sales Change (1999-2004):	32.2
Cable Penetration:	73.4
Number of Class B or C FMs:	6

Confidence Levels

2000 Revenue Estimates:	Normal
2001-to-2005 Revenue Estimates:	Normal

Comments: Market reports to Hungerford. WRBP and WLLF-F do not participate nor does WGFT.

Media Revenue Estimates

	Revenue	%	% of Retail Sales
Radio	\$22,000,000	20.9	0.0031
Television	\$39,000,000	37.0	0.0055
Newspaper	\$36,500,000	34.6	0.0051
Outdoor	\$5,000,000	4.7	0.0007
Cable TV	\$3,000,000	2.8	0.0004
Media Totals:	\$105,500,000		0.0149

Note: Use Newspaper and Outdoor estimates with caution.

Highest Billing Radio Entities

(includes duopolies and combos)

	Combined Revenue	Revenue Share
1 Cumulus Media: WHOT FM, WLLF FM, WPIC AM, WQXK FM, WSOM AM, WWIZ FM, WYFM FM	\$11,680,000	53.1
2 Clear Channel: WBBG FM, WBZY AM, WICT FM, WJST FM, WKBN AM, WKST AM, WMXY FM, WNCD FM, WNIO AM, WTNX FM	\$7,800,000	35.4
3 Stop 26 Riverbend: WBTJ FM	\$514,000	2.3
4 Connoisseur Communications: WBBW AM	\$180,000	0.8
5 Esquire Communications, Inc.: WGFT AM	\$120,000	0.5

Highest Billing Stations

Calls	Format	Revenue	Pct.
1 WHOT FM	CHR	\$4,200,000	19.1
2 WYFM FM	CL AOR	\$3,750,000	17.0
3 WQXK FM	C	\$3,200,000	14.5
4 WNCD AF	AOR	\$2,310,000	10.5
5 WKBN AM	N/T	\$2,100,000	9.5
6 WMXY FM	AC	\$1,800,000	8.2
7 WBBG FM	O	\$1,510,000	6.9
8 WICT FM	C	\$750,000	3.4
9 WNIO AM	ST	\$670,000	3.0
10 WBTJ FM	B/AC	\$514,000	2.3
11 WSOM AM	ST	\$200,000	0.9
12 WLLF FM	J	\$180,000	0.8
13 WBBW AM	SPRTS	\$180,000	0.8
14 WGFT AM	G	\$120,000	0.5
15 WTNX FM	AC/NR	\$110,000	0.5

Radio Revenue Breakdowns

	Pct.	Revenue	Pct. Change
Local:	87.8	\$18,791,000	(+6)
National:	12.2	\$2,611,000	(+8.5)
Note: Trade equals 2.1% of local. It was 4.6% in 1999 and 4.3% in 1998.			

Commerce and Industry

Important Businesses and Industries

Steel
Electronics
Automotive

Fortune 500 Companies

Forbes 500 Companies

Forbes Largest Private Companies

Knoll

INC 500 Companies

Socio-Economic Breakdowns

Ethnic	Income (\$000)	Age	Education
White:	88.7	<\$20: 28.3	12-to-24 19.2
Black:	10.6	\$20-\$49.9: 40.1	25-to-54 49.4
Amer. Indian:	0.2	\$50-\$99.9: 26.1	55-plus 31.5
Asian/Pac.Isl.:	0.5	\$100+: 5.5	Non High School Grad: 25.1
			High School Grad: 42.3
			College 1-3 years: 20.3
			College 4+ years: 12.3

Viable Stations

WBBG-FM	WBBW-AM	WBTJ-FM	WHOT-FM
WICT-FM	WKBN-AM	WLLF-FM	WMXY-FM
WNCD-AF	WNIO-AM	WQXK-FM	WSOM-AM
WYFM-FM			

Colleges and Universities

(# of Students)

Youngstown State U.	12,523
Grove City Coll.	2,338
Kent State U.: Trumbull Campus	2,286
Westminster Coll.	1,608
Thiel Coll.	914
Kent State U.: Salem Regional Campus	895
Penn State Shenango	697
Business Inst. of Pennsylvania	130
Total Students (FT & PT)	21,391

Competitive Media

Major Over the Air Television

Calls	City of Lic.	Chan.	Net	Owner	LMA/JSA
WFMJ	Youngstown	21	NBC	WFMJ	
WKBN-TV	Youngstown	27	CBS	Youngstown	
WYTV	Youngstown	33	ABC	Benedek	
WYFX-LP	Masury	62	FOX	Youngstown LP	

Major Daily Newspapers

	AM	PM	Sun	Owner
Vindicator		79,688	113,956	Betty Brown-Jagnow
Warren Tribune Chronicle; The Sunday Tribune	35,725		40,376	Ogden Newspapers

Best Golf Courses

Avalon Lakes (Warren), Mill Creek, ,

Weather Data

NO WEATHER DATA AVAILABLE
See Pittsburgh for an approximation

Employment Breakdowns

By Industry

1 Manufac., Durables	56,253	22.57%
2 Retail Trade	48,652	19.52%
3 Health Svcs.	25,740	10.33%
4 Educational Svcs.	18,717	7.51%
5 Construction	11,877	4.76%
6 Other Prof. Svcs.	11,267	4.52%
7 Fin., Ins. & Real Estate	11,196	4.49%
8 Manufac., Non-Durables	10,834	4.35%
9 Transportation	10,671	4.28%
10 Wholesale Trade	10,394	4.17%

By Occupation

Admin. Support/Clerical	35,451	14.22%
Precis. Produc./Craft/Repair	32,788	13.15%
Svc., Exclud. Protective & HH	29,411	11.80%
Professional	29,221	11.72%
Machine Oprs., Fab., Assemb. & Inspec.	29,052	11.66%
Sales	28,779	11.55%
Exec., Admin. & Managerial	22,118	8.87%
Transportation & Moving	13,651	5.48%
Handlers, Cleaners, Help., Laborers	13,058	5.24%
Technicians & Support	8,168	3.28%

Unemployment

Jul 90:	7.6%
Jul 91:	6.8%
Jul 92:	8.7%
Jul 93:	8.1%
Jul 94:	10.2%
All of 1995	6.3%
All of 1996	6.3%
All of 1997	5.8%
All of 1998	5.9%
All of 1999	5.5%

Total Metro Employees 249,258
Top 10 Total Employees 215,601 86.50%

Major Radio Station Sales

Major Radio Station Sales Since 1995

Year	Calls	From	To	Price	(E)
1995	WRQQ (Farrell, PA) (1470)		Zapis	\$64,000	
1995	WGFT			\$250,000	
1996	WPIC, WYFM-F	Regional	Connoisseur		
1996	WSOM, WQXK-F	Lincoln	Connoisseur	\$13,500,000	
1997	WKBN-AF		Jacor	\$11,000,000	
1997	WNIO, WNCD-F		Jacor	\$3,400,000	
1997	WRTK, WBBG-F	Sold by Connoisseur		\$7,025,000	
1997	WPAO, WICT-F, WWSY-F	Zapis	to WRTK, WBBG-F owner	\$2,600,000	
1998	WASN			\$300,000	
1998	WRBP-F	Stop 26-Riverbend	Jacor	\$2,700,000	
1998	WRRO		WGFT owner	\$1,700,000	
1998	WANR (1570)			\$178,000	
1998	WNIO/WNCD-F/WKBN/WBTJ-F	Jacor	Clear Channel		
1998	WLLF-FWWIZ-F		Connoisseur	\$1,200,000	
10/29/99	WBBG FM, WICT FM, WRTK AM, WTNX FM	GOCOM Communications, LLC	Clear Channel	\$6,100,000	
11/29/99	WHOT FM, WLLF FM, WPIC AM, WQXK FM, WSOM AM, WWIZ FM, WYFM FM	Connoisseur	Cumulus		Group sale: \$242,000,000
7/12/00	WRRO AM	Stop 26 Riverbend	Valley Broadcasting, Inc.		
9/13/00	WEXC FM, WGRP AM	Greenville Bcstg Co.	Beacon Broadcasting	\$237,500	
12/15/00	WRBP AM	Valley Broadcasting	Salem	\$675,000	
3/26/01	WPAO AM	GOCOM Communications, LLC	D&E Communications	\$300,000	
3/30/01	WRTK AM	Clear Channel	D&E Communications		

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- Conversion (or "power") ratio

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- Time Spent Listening
- % Male, % Female
- Turnover Ratio
- % Exclusive Cume
- % 12-24, % 25-54, % 55+
- Highest cume-sharing station
- % of listening at home

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